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BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 5 No. 5

Canada and Foreign
$4.00 the Year

WASHINGTON, D. C.
SEPTEMBER 1, 1933

$3.00 the Year
15c the Copy

NRA MEMBER U.S. WE DO OUR PART

THE JOHN CRERAR
SEP 15 1933
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A Foot Note for "Spot" Advertisers . . .

★There *are* facts in radio that will help you. You can get an actual count, a very useful count, of just how many radio homes regularly tune-in the better stations. You can get guaranteed minimum coverage data for these stations. You can get an audited rating on their "popularity", measured directly against their local or distant competition.

These facts are immediately available from RADIO SALES, INC.—which has behind it the full resources of the Research Department of the COLUMBIA BROADCASTING SYSTEM. And radio *facts* are what you want. Page 25 of this magazine tells you how you can get them.....for key stations in key markets.

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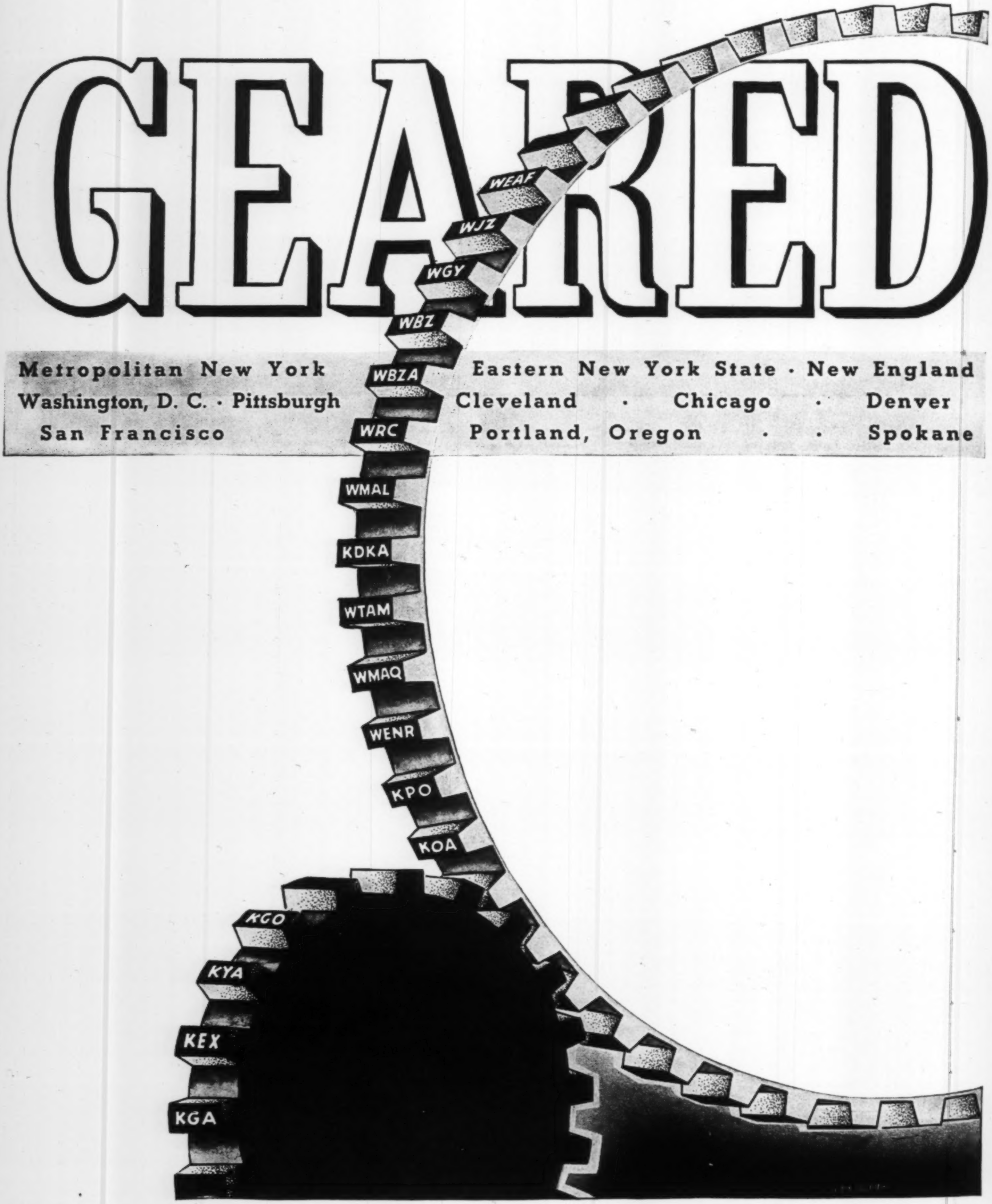
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for SERVICE and RESULTS

In Eleven Major Markets . . .

Rich in potential sales, these eleven markets in which there are stations represented by the NBC Local Service Bureau offer the radio advertiser splendid opportunities.

The leadership of our seventeen stations plus the effectiveness of our service can smooth sales paths considerably in these markets. No matter where you (the advertiser) are located one of our regional or station offices is as near as your telephone. Our representatives at all points can speak with authority about every one of the stations, each office being a complete source of information, planning, and direction for radio advertisers. Geared for service and results, your orders are the forces which set the gears in motion. Contact our nearest office. Immediately our combined abilities are at your command.

NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO
WEAF & WJZ   WMAQ & WENR   KPO, KGO & KYA

BOSTON · WBZ • SPRINGFIELD, MASS. · WBZA   SCHENECTADY · WGY   WASHINGTON, D. C. · WRC & WMAL
PITTSBURGH · KDKA   CLEVELAND · WTAM   DENVER · KOA   PORTLAND, ORE. · KEX   SPOKANE · KGA

RESERVE SPACE NOW FOR

An Issue of Unusual Importance

BROADCASTING

combined with

Broadcast Advertising

CONVENTION ISSUE . . . October 1

Two Years of Service

With the publication of the October 1 issue, BROADCASTING will have completed two successful years of existence. During that period BROADCASTING has gained and retained the confidence of those executives who control the national radio advertising appropriations. These busy advertising executives, who read that they might better serve their clients, turn to BROADCASTING for complete, authentic news regarding the happenings in the radio broadcasting industry. They have learned that the important news of radio is reported first, completely and in an unbiased manner in the columns of this "The Accepted Trade Journal of the Industry". Our news and advertising columns bespeak the success we have achieved.

NAB Convention

All eyes are turned toward the convention at White Sulphur Springs, W. Va. Many questions of importance will be decided there October 8, 9, 10 and 11. These decisions are of vital interest to all who have a part in this fast maturing industry. The radio industry generally will turn to the October 1 issue of BROADCASTING for advance convention news, programs, pictures, arrangement details and the usual news of interest and value. This issue will have a wide circulation both before and during the convention. The additional circulation will be allowed as a bonus to advertisers.

Space Reservation

The *NAB Convention Issue* offers you an excellent opportunity to present your sales story to your best prospects. Make your space reservation as early as possible . . . positions will be allotted according to reservation date. Copy for this issue should reach this office not later than September 23.

Write or wire for rates and further information

870 National Press Bldg. **Washington, D. C.**

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BROADCASTING
and
Broadcast Advertising

VOL. 5 NO. 5 WASHINGTON, D. C. SEPTEMBER 1, 1933 $3.00 PER YEAR—15c A COPY

Broadcast Industry Submits Code to NRA

By SOL TAISHOFF

NAB Would Have Police Power to Bar Unfair Practices; Rosenblatt Likely NRA Deputy; Guider Retained

The proposed code for the broadcasting industry appears in full text on page 7.

Mr. Rosenblatt

Mr. Guider

MOVING swiftly toward the objective of placing the broadcasting industry under the wings of the Blue Eagle, the NAB on Aug. 29 filed with the National Recovery Administration its proposed code of fair competition, which, if approved as submitted, will place the industry under indirect but absolute control of the government in the conduct of its business. John W. Guider, Washington attorney, has been retained by NAB to handle the code procedure.

Designed to lift the industry by its boot-straps out of objectionable and unfair trade practices, the code is unquestionably the most drastic and far-reaching measure ever devised for regulation of broadcasting. With a dozen different organizations, such as artist groups, record manufacturers and music publishers, lurking in the background but prepared to elbow in at the formal NRA code hearing, complications may develop before the code finally receives executive approval.

Labor Provisions Pushed

PRESENT plans are to seek immediate approval by NRA of the hours of labor and wage provisions of the code as substitutes for the terms of the President's blanket reemployment agreement, which most stations have signed. Efforts then will be made to have the broadcasting industry code hearing docketed for shortly after Sept. 15. This hearing would be public and open to all interested groups.

Sol A. Rosenblatt, New York attorney prominently identified with the show business, probably will be placed in charge of the code as NRA deputy administrator. He is already handling the codes of the motion picture, the music publishers and related amusement industries, and while the assignment for the broadcasting industry has not yet been definitely made he has handled preliminary matters incident to the code.

Mr. Rosenblatt conferred informally with the NAB board of directors at its code meetings in Washington Aug. 24 and 25. He was formerly a member of the law firm of Nathan Burkan, New York attorney and general counsel of the American Society of Composers, Authors & Publishers.

NAB Retains Guider

TO HANDLE the code activity for the broadcasting industry, the NAB board retained Mr. Guider, able Washington trial lawyer and associate of Duke M. Patrick, former general counsel of the Radio Commission. Mr. Guider is a member of the law firm headed by Frank J. Hogan, one of the nation's outstanding lawyers, and has specialized in radio practice. He will present the broadcasting industry code at the NRA hearing.

The proposed code was drafted by the NAB board at a special meeting called by President Alfred J. McCosker, WOR, Newark, NAB president and chairman of the code committee. Every effort was made to expedite the formal submission of the document and to comply with NRA requirements respecting wage and labor conditions.

Those who attended the meetings were: Mr. McCosker; Leo J. Fitzpatrick, WJR, and John Shepard, 3rd, Yankee Network, NAB vice presidents; Arthur B. Church, KMBC, NAB treasurer; William S. Hedges, KDKA; H. C. Carpenter, WPTF; J. Thomas Lyons, WCAO; I. Z. Buckwalter, WGAL; James C. Hanrahan, KSO (proxy for Gardner Cowles, Jr.); Mr. Guider, KHJ (proxy for Leo B. Tyson); Ralph Colin, CBS (proxy for Henry A. Bellows); F. M. Russell, NBC (proxy for George F. McClelland); Louis G. Caldwell, WGN (proxy for Quin A. Ryan); G. A. Richards, WJR, member of code committee, and Philip G. Loucks, NAB managing director.

Trade Practice Provisions

AS SUBMITTED, the trade practice provisions of the code appear most important. Rate cutting, payment of excessive commissions, acceptance of per inquiry business, song plugging, excessive coverage claims, lotteries or gift enterprises, and similar practices would be eliminated forthwith. The NAB would become the police agency, exercising control over all broadcasters, whether or not they are members of the trade association. Any complaints alleging violation of any provisions of the code would be presented first to the NAB. Failure to comply with its decision would result in the case being turned over to NRA for prosecution.

The hours of labor and wage provisions of the code do not at present appear to constitute a serious problem, since every effort was made by the board to comply with the NRA requirements in this regard. An NAB survey disclosed that the industry now employs 9,200 full time employes and has an estimated payroll, excluding networks, of nearly $17,000,000. It is roughly estimated that the code provisions would increase the payroll by approximately $1,000,000 a year and add several hundred employes, notably in the technical and office departments, but not among performers, announcers and executives.

Radio's Unique Position

THE PECULIAR position of the broadcasting industry, which is more analogous to the newspaper than the entertainment field, is emphasized in the code. Moreover, as broadcasting stations exist by sufferance of the Radio Commission and operate under licenses requiring their services for specified hours, it is necessary that no conflict arise between the authority of the Commission and the NRA in the regulation of stations, the code brings out.

The wage and labor provisions of the proposed code would exclude child labor, except that children under 16 may be used as talent on programs for not more than three hours a day, providing those hours do not interfere with schooling.

The 40-hour week is prescribed for routine employes. Employes in managerial or executive positions, including announcers and production men who receive more than $35 a week, or in stations which employ not more than ten persons who receive more than $25 a week, would be excluded from the maximum hour provisions. Also excluded would be outside salesmen and employes on emergency maintenance and repair work.

A 48-hour week is specified for technical men such as radio operators and control men. Broadcast technicians, including radio operators and control men, would be paid not less than $20 a week, except on locals where not more than ten persons are regularly employed, then the minimum would be $15. Apprentices, who could be employed for periods not to exceed six months, would get a minimum of $12. The same minimum pay scales, except as to apprentices, would apply to announcers and production men.

The usual minimum of $15 per week for all other employes, except salesmen working on commission only, is prescribed for stations in cities of over 500,000 population. This minimum scales down, in proportion to population subdivisions, to $12 a week in any town of less than 2,500.

Sets Maximum Commissions

ONE OF the trade practice provisions, arrived at after considerable debate among NAB directors, provides that maximum commissions of 30 per cent may be paid for placement of station accounts. This provision specifies that not more than 15 per cent shall be paid to recognized advertising agencies, and allows in proper cases the payment of an additional 15 per cent to special representatives or spot broadcasting organizations. The code does not bar the payment of a 2 per cent cash discount.

The NAB board would be empowered to require any broadcaster or network to furnish any reports upon an affirmative vote by two-thirds of its members. Any false report would be deemed a code violation. The board also would be authorized to establish a system of uniform accounting for the industry, to prepare and submit to NRA any amendments or modifications of the code, to recommend further regulations to carry out its provisions, to represent the industry in all NRA matters and to receive and investigate complaints of code violations charged against any broadcaster or network and to report, if deemed advisable, to NRA.

NAB Minimum Dues Cut

TO MAKE possible an increase in the NAB membership, which now totals 253, the board approved a new classification of membership. Stations grossing less than $15,000 a year will be eligible for membership by payment of annual dues of $30. The former minimum fee was $60, approved at the last NAB convention, and was available to stations grossing less than $30,000 annually.

Particular attention will be devoted by Mr. Guider and by the NAB to the codes of other industries having any bearing whatever upon broadcasting. Of particular significance is the disclosure that NRA has insisted that the Music Publishers Protective Association, which admittedly is associated closely with the American Society of Composers, Authors & Publishers, open its organization to all music publishers. This precedent, it is believed, should lead to a similar demand by NRA in a code that will affect ASCAP, which itself is not required to file a code. Should that develop it would be an effective step toward breaking down the ASCAP "closed corporation" monopoly.

It was learned authoritatively that a number of complaints affecting broadcasters already have been filed with NRA and are destined to be aired at the forthcoming public hearing. Phonograph record manufacturers have complained about the performance of records over stations, alleging nonpayment of proper royalties. This particular question has been agitated in the past, with the prompt development that the complainants had no legal basis upon which to act since royalties are paid in the first instance in the retail price of the record.

The American Federation of Musicians is also understood to be planning to ask the NRA for a provision in the broadcasters' code entirely banning the use of phonograph records on the air except for incidental effects, on the plea that records are responsible for unemployment among musicians and are unfair to stations maintaining staff orchestras.

Actors Seek Extra Pay

ACTORS, through what is apparently a hastily organized protective association, appear desirous of establishing minimum wages for performances over the air as well as compensations for rehearsals. Labor unions, it is indicated, also have endeavored to unionize control men in an effort to boost wages and reduce hours of labor. Motion picture groups evidently have in mind provisions which would prevent their featured stars, like the Cantors, Wynns and Crosbys, from appearing on the radio while appearing in pictures, vaudeville or any similar show.

An actors "betterment" organization has thrown out hints that it would like a provision which would not only require payment for radio rehearsals as well as minimum wages for performances but would bar a performer from radio while appearing in pictures, vaudeville or any similar show.

Out of all these reports, rumors and innuendos, there will likely develop a concerted demand at the formal hearing for a minimum wage for radio performers. Actors, as employes who come under the general heading of labor, cannot file a code, and such labor provisions must be included in codes of the various industries.

After the code is submitted to NRA, it will go to the code analysis division to ascertain whether all essential factors are covered. Of importance is the appointment of an industrial and a labor advisor in the arbitration stages. Who these will be rests with the industrial and labor advisory boards of NRA. The former likely will be an individual prominently identified with broadcasting. The labor advisory probably will come from the ranks of the American Federation of Labor. A consumer advisor, representing the lay public, also will be designated.

These advisors, together with other advisors provided for under the statute, will consult with the deputy administrator, both before and after the formal hearing. The deputy administrator's report clears through the NRA organization itself to the advisory boards, one consisting of cabinet officials and the other of leading industrialists before going to the President for signature.

How to Get THE BLUE EAGLE

BROADCASTING stations which have not yet signed the blanket code will be eligible to display the Blue Eagle after official approval is procured for substitution of the labor and wage provisions of the proposed industry code for the terms of the President's Reemployment Agreement. This action is expected shortly. NAB will submit to NRA a complete list of stations in the country, all of which fall within the terms of the proposed code. To procure authority to display the Blue Eagle, stations must apply to their local postoffices, and sign a pledge substituting the code labor and wage provisions for those in the PRA. Until this form is executed, the station does not have the authority to operate under the Blue Eagle. Notice on the substitutions will be sent to all stations by the NAB.

Lucky Strike and Camels Preparing Return to Air, Howe Series Extended

RETURN of two major cigarette accounts to radio was rather definitely indicated shortly before BROADCASTING went to press when it was learned that NBC-WEAF stations have been asked for a time reservation for Lucky Strike and that Camel has been auditioning for a prospective CBS series.

Availability requests for the Saturday, 9-9:30 p.m. period, for Jack Pearl and an orchestra have been made to NBC-WEAF stations on behalf of American Tobacco Co., which has the Baron Munchausen star under option. Series would start Oct. 7, and there are indications that Lucky Strike will also seek a second and possibly a third weekly period. Lord & Thomas is the Lucky Strike agency.

Auditions have been held for two weekly periods on CBS for R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), one show to feature Col. Stoopnagle and Budd with Morton Downey and the other Col. Stoopnagle and Budd with the Mills Brothers. Starting date and time have not been announced. William Esty & Co., New York, is the agency.

Lord & Thomas has also extended for four more weeks the RCA Victor Sunday night series featuring Louis Howe, President Roosevelt's secretary, interviewed by Walter Trumbull. Extension carries the program through Sept. 3. 10, 17 and 24 on the NBC-WEAF network.

Tri-Station Chain To Begin Sept. 15

WSM, WHAS and WCKY Form "Center of Population Group"

Mr. Wilson

INTRODUCING a new element in regional network advertising, the "Center of Population Group", comprising WSM, Nashville, WHAS, Louisville, and WCKY, Covington, has been formed and will begin operation on or about Sept. 15 with both commercial and sustaining features. The arrangement was consummated at Louisville Aug. 28.

Mr. Fox

Edward Petry & Co., station representatives, has been engaged as exclusive national representative for the new network. The organization already represents WSM and WHAS. A number of commercial programs already have been signed, according to a statement by L. B. Wilson, operator of WCKY.

Mr. Harris

Permanent telephone lines, to link the three stations, all operating with high power on clear channels, have been leased from American Telephone & Telegraph Co. WCKY probably will key the majority of the programs because of the availability of talent in Cincinnati, which is just across the Ohio River from the station.

Time on the three-station hookup is being sold at the combined card rates of the stations. Mr. Wilson said that sufficient business already has been signed to more than defray the overhead of the network. The arrangements for the network were consummated by Mr. Wilson, J. Leslie Fox, commercial manager of WSM, and Credo Harris, director of WHAS.

Two Join Mathes

FOLLOWING their resignations from N. W. Ayer & Son, William B. Okie and H. L. Hodgson in August joined J. M. Mathes, Inc., new advertising agency formed by J. M. Mathes, former senior vice president in charge of the New York offices of Ayer. Mr. Okie, a former Ayer vice president and director, with Mr. Mathes was one of the organizers of Canada Dry Ginger Ale, Inc., and the new agency is expected to handle that account. Mr. Hodgson was in charge of radio accounts at Ayer. Both Mr. Okie and Mr. Hodgson become vice presidents of the Mathes agency, which has offices in the Chanin Bldg., New York.

Full Text of Proposed

Code for the Broadcasting Industry

PREAMBLE

To effectuate the policy of Title I of the National Industrial Recovery Act the following provisions are established as a Code of Fair Competition for the Radio Broadcasting Industry. Because the Radio Broadcasting Industry is subject to peculiar requirements in the matter of long hours of operation, seven days per week, emergency maintenance and repair work, and highly skilled personnel, in order to enable it to perform the duties expected of it, and also to meet the special obligations as to public interest, convenience and necessity imposed by federal statute and regulations promulgated thereunder, the industry, therefore, cannot be treated in all respects in the same manner as manufacturing, or merchandising industries.

ARTICLE I

The National Association of Broadcasters is hereby designated the agency for administering, supervising and promoting the performance of the provisions of this code by the members of the radio broadcasting industry.

ARTICLE II (Definitions)

1. *Radio Broadcasting* is the transmission through space by means of any radio frequency of signals intended to be received, whether audibly or visually, directly by the public. The radio broadcasting industry embraces the complete operation of all stations or networks designed for broadcasting as above defined, including, in connection with such operation, the preparation and production of programs, both sponsored and unsponsored, for the purpose of providing entertainment, instruction and general service through the agency of radio broadcasting to the people of the United States.

2. *Broadcaster* means any individual, partnership, corporation or association operating a radio broadcasting station by virtue of a license issued by the Federal Radio Commission.

3. *Network* shall mean any individual, partnership, corporation or association in the business of regularly supplying programs for broadcasting, by wire or wireless, simultaneously to two or more radio broadcasting stations.

4. *Employe* is any person employed at a regular weekly or monthly salary or wage for services rendered during regular hours daily, as distinguished from an independent contractor or a professional person who is paid by the job or performance.

5. *Employer* is any broadcaster or network employing any employes.

6. *Broadcast Technicians* shall mean any persons employed for the operation or maintenance of any transmitting, control or input equipment used in radio broadcasting.

ARTICLE III (Effective Date)

This Code shall take effect upon the tenth day after it shall have been approved by the President of the United States.

ARTICLE IV (Employment Provisions)

Employers agree as follows:

1. With respect to hours of operation, to conform to the requirements of their licenses, as issued by the Federal Radio Commission, and the Rules and Regulations of that Commission, and in any event not to reduce their hours of operation by reason of their adherence to this Code.

2. After the effective date, not to employ any person under sixteen years of age, except that persons under sixteen may be used as talent on programs for not more than three hours per day, and those hours to be such as will not interfere with their schooling.

3. Not to work any employe for more than forty hours in any one week except as to classes of employes enumerated in paragraph No. 4 hereof.

4. The maximum hours fixed in the foregoing paragraph No. 3 shall not apply to:

   a. Employes in a managerial or executive capacity, (including announcers and production men), who receive more than thirty-five dollars per week, or, in radio broadcasting stations where not more than ten persons are regularly employed, to employes in a managerial or executive capacity, (including announcers and production men), who receive more than twenty-five dollars per week.

   b. Outside salesmen.

   c. Employes on emergency maintenance and repair work.

   d. Radio operators and control men, with respect to whom the maximum hours of work shall not exceed forty-eight hours per week.

   e. Persons employed on special event programs of public interest, with respect to whom the maximum hours of work shall not exceed an average of the number of hours herein prescribed for their class of work per week during any six weeks' period.

5. Not to pay any full-time employe less than at the following weekly rates:

   a. Broadcast Technicians, including radio operators and control men, not less than twenty dollars per week, except that in radio broadcasting stations where not more than ten persons are regularly employed the minimum rate of pay for broadcast technicians, including radio operators and control men, shall be fifteen dollars per week. Employers shall be entitled to employ as apprentices, for any period not to exceed six months, persons learning the technique of radio broadcasting control and transmission, the minimum rate of pay not to be less than twelve dollars per week.

   b. Announcers and program production employes not less than twenty dollars per week, except that in stations where not more than ten persons are regularly employed the minimum rate of pay for employes of this class shall be fifteen dollars per week.

   c. All other employes, except salesmen working on commission only, at the rate of fifteen dollars per week in any city over 500,000 population or in the immediate retail trade area of such city; at the rate of fourteen dollars and fifty cents per week in any city of between 250,000 and 500,000 population or in the immediate retail trade area of such city; or at the rate of fourteen dollars per week in any city of between 2,500 and 250,000 population or in the immediate retail trade areas of such city; or at the rate of twelve dollars per week in any town of less than 2,500 population. Population, for the purposes of this Code shall be determined by the 1930 Federal Census.

6. Not to reduce the compensation for employment now in excess of the minimum wages hereby agreed to (notwithstanding that the hours worked in such employment may be hereby reduced) and to increase the pay for such employment by an equitable readjustment of all pay schedules.

ARTICLE V (Collective Bargaining)

The following provisions are conditions of this Code:

1. That employes shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self organization, or in other concerted activities, for the purpose of collective bargaining or other mutual aid or protection;

2. That no employe and no one seeking employment shall be required as a condition of employment to join any company union, or to refrain from joining, organizing, or assisting a labor organization of his own choosing;

3. That employers shall comply with maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the President; and

4. The selection, retention and advancement of employes shall be on the basis of individual merit, without regard to their affiliation or nonaffiliation with any organization. Nothing herein shall impair the constitutional right of employers to freedom in the selection, retention and advancement of employes.

ARTICLE VI (Trade Practices)

1. In order to avoid rate cutting, directly or indirectly, each broadcaster or network shall forthwith publish and file with the National Association of Broadcasters as hereinafter provided for, a schedule of all rates regularly and currently charged to advertisers for the sale of its broadcasting facilities, together with all discounts, rebates, refunds, and commissions allowed to such purchasers of such facilities or to their recognized agents, such schedule to be known as the Rate Card. No broadcasting facilities shall be sold, and no discounts, rebates, refunds or commissions allowed, otherwise than in exact accordance with such Rate Card, except that, under conditions not specifically covered by the Rate Card, sales of broadcasting facilities may be at special rates, provided a full written statement of such conditions and of all such rates is immediately filed with the National Association of Broadcasters, which Association shall be authorized to publish such statement in full. No Rate Card, or rate charged thereunder, shall be modified until thirty days after the filing with the National Association of Broadcasters of the Rate Card with the proposed modifications. Any granting of discounts, rebates, refunds, commissions, gratuities, free time (other than legitimate program announcements), or any other commercial broadcasting service not provided for in the Rate Card and in the contract entered into thereunder or not covered fully by specific report to the National Association of Broadcasters, and any business done on a cost per inquiry or percentage basis, shall be deemed unfair trade practice with-

(*Continued on page 35*)

Letter of Transmittal of NAB Code to NRA

IN ITS LETTER of transmittal to NRA, submitting its proposed code of fair competition, the NAB defined the scope of its activity, and brought out that it is the only trade association of the industry. The substance of the letter, with only the routine clauses omitted, follows in full text:

The National Association of Broadcasters, Inc. is generally recognized throughout the broadcasting industry as the trade association of the industry. It was incorporated in 1927, but it has had an uninterrupted operation of ten years.

Its membership includes some 253 broadcasting stations. Statistics are not available to determine with accuracy the percentage of the total broadcasting business which is done by the members of the Association, but it is confidently believed to be in excess of 81 per cent.

The general activities of common interest to all members are controlled and carried forward by the Board of Directors, subject to the direction of the members of the Association given by resolution adopted at any regular or special meeting at which each member company, irrespective of size, has one vote. A permanent headquarters and staff are maintained. The Association is economically administered and will so continue. The cost of membership in the Association is determined by the size of the member station, and in the case of the smaller stations, it is further determined by the gross amount of business done annually. Stations with a gross income of less than $15,000 per annum may enjoy full membership in the Association upon the payment of annual dues of $30. There are approximately 200 stations entitled to membership under the minimum rate.

The Board of Directors is elected by the full membership at the annual meeting of the Association. It is representative of the entire membership and of the industry.

The Association was evolved to foster and promote the development of the art of radio broadcasting, to protect its members in every lawful and proper manner, and to foster, encourage and promote laws and practices which would be for the best interests of the public and the industry.

Membership in the Association is open to all persons, partnerships, firms, or corporations engaged in the authorized operation of a radio broadcasting station, and is without restriction beyond agreement to observe the policies and regulations of the Association, as set forth in its constitution and by-laws, copies of which have been duly filed herewith.

Agencies File Code With NRA Upholding Advertising Ethics

Taboos Unfair Practices, Specifies No Increase In Commissions, Sets Wage Minimum

A CODE of fair competition for the advertising agency business, which brands as unfair competition all of the practices heretofore considered repugnant to advertising ethics, has been filed with the National Recovery Administration by the American Association of Advertising Agencies. Deputy Administrator A. D. Whiteside has been assigned the code. A hearing date has not yet been set.

The proposed code specifies that, regardless of any increase in labor cost which may be imposed on agencies by virtue of the stringent wages and labor provisions, no increase in the present basic agency commission will be sought "during the period of this emergency."

Unfair Practices Defined

UNDER the heading of unfair practices, the proposed code states:

"For the purposes of this Code, the following acts shall constitute unfair practices:

"a. Preparing or handling any advertising of an untruthful, misleading, or indecent character, as specified by the following copy code formulated and approved by the American Association of Advertising Agencies in conjunction with the Association of National Advertisers:

(1) False statements or misleading exaggerations.

(2) Indirect misrepresentation of a product, or service, through distortion of details, either editorially or pictorially.

(3) Statements or suggestions offensive to public decency.

(4) Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only to a few.

(5) Price claims that are misleading.

(6) Pseudo-scientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or application of a statement made by professional or scientific authority.

(7) Testimonials which do not reflect the real choice of a competent witness.

No Agency Rebates

"b. TAKING from any third party a profit, discount or commission other than the regular agency commission allowed by publishers, unless known to the client and agreed to by him.

"c. For any agency to rebate any part of its commission to an advertiser, or for any agency to be owned or operated for the financial benefit of any advertiser or group of advertisers and/or their employes, who thus directly or indirectly obtain the equivalent of a rebate and circumvent the conditions of agency 'recognition' required by media owners and/or their organized bodies.

"It shall be considered as rebating to place men in the service of the advertiser at the agency's expense or to assume all or part of the salary of any employe of the advertiser, or to pay any fee or compensation to any one connected directly or indirectly with the advertiser, or to any third party for obtaining or holding an account. It shall also be considered as rebating to agree to allow cash discounts not earned by prompt payment on cash discount dates.

"The practice of charging 16 2/3% on net cost of total advertising volume shall not be construed as rebating.

"Such unfair practices and all other practices which shall be declared to be unfair under this code, or by any amendment to the code, shall be deemed to be unfair methods of competition in commerce within the meaning of the Federal Trade Commission Act as amended, and the use or employing of any of them shall be deemed a violation of this code, and any member of the industry who shall directly or indirectly, through any officer or representative, knowingly use or employ any of such unfair practices, shall be guilty of a violation of the code."

To administer the code it is provided that a committee on planning and fair practice be created to cooperate with the administrator. This committee will consist of 12 representatives elected by advertising agencies subscribing to the code, the representatives to be elected by a method approved by the administrator, the president of the AAAA, a representative or representatives, not to exceed three, without vote, appointed by the president of the United States. The committee would elect a chairman and a vice chairman from among its own members.

Costs and Wage Scales

THE COST of administering the code would be borne by agencies subscribing to it or electing to contribute. An initial $10 payment by each agency is provided, with additional assessments of $10 to be made if additional funds are needed. The usual general provisions, governing regulation of the industry and administration are prescribed.

The minimum wage to be paid to any employe of agencies is placed at $15 per week in cities of 500,000 and over, and scales down to $14 per week in cities of less than 250,000. Messengers and learners, however, may be paid not less than 75 per cent of the minimum for a period not to exceed the first six months of their employment.

The maximum employment of employes earning $35 a week or under shall be an average of 40 hours per week in any one month.

H. V. KALTENBORN, CBS news commentator, will resume his talks over the network on Sept. 10 at 6 p.m., EST, two days after his arrival in New York from Europe.

WSB to Dedicate 50 kw. Transmitter on Sept. 9; Lambdin Kay to Return

Mr. Kay

LATEST of the authorized 50 kw. stations to go on the air with this maximum power is WSB, Atlanta, which has been operating on its clear channel of 740 kc. with that power for about two weeks but which will have its formal opening Sept. 9. This station will be saluted over an NBC network that night, when Lambdin Kay, general manager and pioneer announcer of WSB, will also return to the wave lengths. On the NBC program will be Judge E. O. Sykes, Southern Zone radio commissioner; Maj. John S. Cohen, editor of the ATLANTA JOURNAL; President M. H. Aylesworth of NBC, and Niles Trammell, NBC Chicago vice president.

The station, owned by the ATLANTA JOURNAL, has its studios in the Atlanta Biltmore Hotel. These are being enlarged, and additions are being made to the staff. Among the new full-time personnel are Ernest Rogers, former radio editor of the newspaper, who will handle productions and publicity, and Chick Wilson, noted southern sports announcer.

The new WSB transmitter, which is Western Electric throughout, is located at Tucker, Ga., about 13 miles north of Atlanta. The station has published a new rate card, the night rate being $200 a half hour and $125 a quarter hour and the day rate being 60 per cent of the night rate.

Only two more of the authorized 50 kw. clear channel stations remain to be built. One is WOR, Newark, which has been meeting difficulties in locating a transmitter site, and the other is KOA, Denver. WOR expects to be on the air with its new transmitter early next year.

E. B. Foote Resigns

ERNEST B. FOOTE, since 1929 vice president and general manager of World Broadcasting System in New York, has resigned to enter the field of radio station representation. No successor has been named, Percy L. Deutsch, president of WBS, having taken over Mr. Foote's duties. Mr. Foote has not announced his definite plans. He is at present headquartering at the Hotel Warwick, New York.

Two Join Petry

TWO ADDITIONS to the Chicago sales staff of Edward Petry & Co., radio station representatives, were announced by Mr. Petry Aug. 24. John Ashenhurst, formerly of the CHICAGO EVENING AMERICAN, has taken charge of sales promotion. Robert Boniel, who has resigned as national advertising manager of WTMJ, Milwaukee, also has joined the Chicago staff, which is headed by Edward E. Voynow.

New Disk Service Offered by World

214 Quarter Hour Programs Available Every Week

CARRYING forward the "transcription network" idea that has frequently been broached, World Broadcasting System has announced a new transcription service to broadcasting stations that provides 214 fifteen-minute programs per week, or the equivalent of eight hours of programs daily seven days a week. These transcriptions, embracing a wide variety of program features, are to be syndicated at fixed rates for use locally either as sponsored or sustaining programs.

"The purpose of the service", said Percy L. Deutsch, president of World, "is to furnish stations with the highest grade talent that it is possible to get that they can sell locally. There are so many sectional and local advertisers who cannot afford to build their own programs, or who do not have the talent available, that our service is simply a response to a long-felt demand."

Mr. Deutsch said that about 15 stations have already agreed to subscribe to the service, which is offered on an exclusive territory basis at $150 a week for the full eight hours per day schedule of features, $100 a week for four hours and $65 for two hours. Where only partial service is contracted for, other stations in the same territory may purchase the remainder.

All of the disks employ the newly developed Erpi wide range recording, which has a frequency range of 20 to 13,000 cycles. The contracts also include taking over the existing contracts for Erpi turntables, which stations now lease on a monthly basis. In other words, stations subscribing for the World service are relieved of their monthly Erpi rentals.

Special Services Offered

SALESMEN for World have taken the road to introduce the features to the stations. Harold Higgins, formerly with WBZ and WBAL, has been assigned the New England, New York and Pennsylvania territory. William Davis, formerly with Erpi, will cover the southeastern territory to Texas. T. A. Gannon, Chicago representative of World, will handle the mid-west territory, and Pat Campbell, Los Angeles representative, will cover the west.

Special production services are to be offered to particular subscribers, an effort being made to build programs designed to meet special needs. Sample continuities go with each recording. The range of features includes bands and orchestras, concert ensembles, instrumental and vocal soloists and groups and practically the whole range of audible entertainment.

HER LA PALINA contract having expired, Kate Smith on Sept. 18 begins a CBS sustaining series three times weekly over CBS, preliminary to an expected contract with another sponsor.

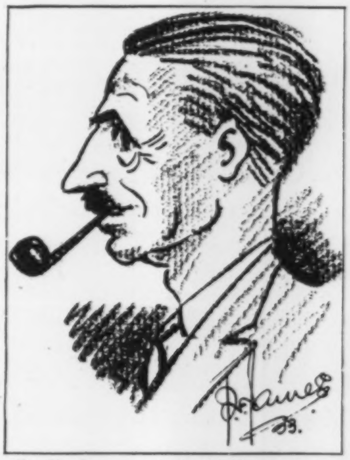
An English Advertising Man Listens In

By P. F. JAMES

President of P. F. James Advertising, Ltd., London

Trial of United States Plan Might Alter British Prejudice; Experiment With Modifications Held Advisable

THE POSSIBILITY that England might experiment with commercial radio programs, as recommended by Mr. James, outstanding London advertising consultant and sports and political cartoonist, should be distinctly interesting to any American advertisers who have been toying with the idea of sponsoring programs over French or Irish stations which cover the British Isles. The writer of this article is visiting his son, E. P. H. James, NBC sales promotion manager, in New York.



P. F. James—A Self Caricature

THE POSSIBILITIES of advertising through the medium of sponsored programmes on the radio have been the subject of tentative discussion in England for several years. The idea has few adherents, majority opinion being definitely unfavorable, and it may be of interest to try to analyse the cause that produces the effect.

As a practitioner in advertising for over 25 years I have studied American methods and watched closely American advertising developments. I go further and say that in common with others I have benefited thereby, as in the nature of things all serious students must benefit from the work of pioneers and contemporaries. I conclude that there is nothing to choose between American advertising and British advertising on the point of merit. The only difference of real significance is in the manner of presentation, which is a matter of national psychology that precludes the use of identical methods in the two countries.

U. S. Grew With Advertising

IN EACH country advertising has developed commensurately with the requirements of the people and with geographical characteristics. In America the rapid growth of a great comparatively young nation, the the far-flung situation of the many small townships, remote from big cities where goods could be seen by prospective purchasers, caused a correspondingly rapid development in printed advertising. The resultant custom of purchase from advertisements had its psychological effect. Young America became advertisement-minded. Young America grew up with advertising, and consequently does not resent its intrusion into the intimacies of home life.

Not so in England. Here the proximity of large towns to even the smallest villages made advertising less essential to the communities. It grew as the outcome of competition between sellers rather than as a necessity to buyers, by whom it came to be regarded as a purely business matter—indeed, by the ungenerous, as a necessary evil—useful, instructive, and entertaining maybe, but nevertheless an interloper in any sphere outside its own.

Hence the suggestion that advertising should encroach upon the realms of pleasure and entertainment meets prejudice. Lack of knowledge gives rise to the fear that too long and distasteful advertising propaganda will intrude, and that light entertainment will predominate at the expense of the higher forms of music and drama.

Having had the pleasure of listening in to representative programmes during my visit to America, I am convinced that such fears are unfounded. I find that talks on subjects of general interest, relays of speeches of national importance and programmes of classical music are on a par with ours in distinction and availability. I get the distinct impression that your morning programmes cover a wider field and that advertising announcements during that period are of a type to be welcomed by the housewife rather than otherwise.

I feel that if it were possible to try out the American system over a week or two in England a very marked change of attitude would result. I make one reservation. The time allotted to announcements would need to be much less, at least in the early days. Large doses to begin with would be fatal.

I say this because my reaction to the inclusion of advertising announcements in your evening programmes is, I must confess, true to the English attitude I have tried to analyse. It jars a little when it breaks into the middle of a programme.

To sum up, have I been sufficiently impressed with American broadcasting to believe that such a try-out is desirable and that we in England have anything to gain by the introduction of sponsored programmes?

My answer is yes. At present all programmes in England emanate from committees working under one organization—the British Broadcasting Corporation—and they bear the stamp of its "personality." It must be so. Any body of persons working together acquires a composite personality which has its parallel in the "style" of a painter.

Would Avoid Monotony

THE SIMILE is an apt one. Commission an artist to paint six pictures on a given theme, let us say "The Spirit of Enjoyment." Then commission six artists each to paint one picture on the same theme. The one artist's six efforts may be different from each other, but they will inevitably betray similarity in treatment, whilst the work of the six artists will offer a complete diversity in conception and execution. Our one artist's pictures may be as good—even better—than any of the other six, but as a group the latter will please a wider variety of tastes. Equally, if not more, significant is the competitive element that will spur the efforts of our six artists to greater heights than the repeated interpretations of the one, who would need to be a super-man not to show a tendency to "go stale."

Thus do I reason that sponsored programmes are justified. The adoption of the system in England would still leave the governing organization — the BBC — free to control sustaining programmes and to give priority to features of national importance. Programmes could remain characteristically British, and the balance between the higher forms and light entertainment need not be disturbed. On the realization of these points by the rising generation must rest the hopes of the advocates of radio advertising in England.

HAIL HITLER OR HAIL U. S. A.?

Government Radio Either Ultra-Pro-Administration Or Shy of Politics as in England

By WILLIAM HARD*

Mr. Hard

IT'S SOMETIMES said that the governmental monopolistic educational British Broadcasting Corp. crams more talks into its listeners than our American private competitive stations cram into theirs. That's just not so.

This is Wednesday, Aug. 16. Summer season. Normal evening. And how many talks-events are there on the air tonight from the private competitive stations in the American city that corresponds to London—the city of New York? Answer: 16. The New York talks-fan can listen this evening from 6 o'clock to midnight to two hours and forty-five minutes of talks. And those talks are on just about everything of instant acute controversial public interest, all the way from "Prices and Gold" to "The New York Milk Strike."

Which brings me to the real ultimate point about the British Broadcasting Corp. It is deathly afraid of topics of instant acute controversial public interest. I want you to grasp the reason.

BBC Shy of Politics

THE BRITISH Broadcasting Corp. is governmental. Its board of governors is appointed by the British Government. Nevertheless, because of the upstandingness of its director general, Sir John Reith, it is determined to stay out of politics. How does it do it? It does it at a great price. It does it by giving its listeners a minimum—a positive minimum—of British public-affairs talks.

During this year to date only 25 British public men have talked on British public affairs on BBC. Dur-

(*Continued on page 37*)

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*Excerpts from a talk over an NBC network Aug. 16 by William Hard, NBC commentator and noted Washington journalist, upon his return from the London Economic Conference and a tour of Europe.

WMCA Operation Taken Over By Group Headed by Al Smith

Flamm Transfers Program Rights in $155,000 A Year Deal; Lafount Asks License Transfer

Mr. Adams

TRANSFER of the commercial and program rights of WMCA, New York to a group of business men prominent in New York financial and social circles was announced Aug. 21 following completion of an "agency agreement" with Donald Flamm, president of the Knickerbocker Broadcasting Co.

Operation of the station, a 500-watter on 570 kc., on Aug. 21 went into the hands of the Federal Broadcasting Corp., whose president is John T. Adams, vice president of Knickerbocker since last February and widely known in radio circles. Mr. Flamm retires from the active management of WMCA, though the station remains the property and province of the Knickerbocker Broadcasting Co., and Mr. Flamm retains control and responsibility over its operations and programs.

Smith Cites Potentialities

ALFRED E. SMITH subsequently accepted the chairmanship of the board of directors of the Federal Broadcasting Corp.

In accepting the chairmanship, the former New York governor said: "The potentialities of radio and its intimate association with the home have raised it to institutional proportions with an opportunity for unlimited service to the public of this great city.

"The enthusiasm of the industrious young Americans who are members of the board of directors leads me to believe that the station will serve its listening audience with programs of entertainment and education of the highest degree."

Practically all of the officers and directors are prominent in New York financial, industrial and social circles, most of them being identified with family names that are well known in Wall Street. (See listing in third column on this page.)

One of the purposes in taking over WMCA, it was stated, is "to bring so-called big business and the public into a more harmonious union."

"It is the purpose of the directors of the Federal Broadcasting Corp. to give the listening audience a radio station that is characteristic of the New York idiom, not only that which typifies Broadway but the more substantial things for which that great metropolis stands", a statement issued Aug. 22 read.

Foresees Boom Years

"THE EXECUTIVES of the new company, practically all of whom have been in one way or another deeply interested in the advertising and promotional departments of the vast industrial empires controlled by their families, are of the unanimous opinion that radio offers an unparalleled medium to supplement newspaper and magazine advertising."

Mr. Ryan made a statement that the Federal group selected WMCA after a two-year survey that convinced them of its potentialities. "With the rehabilitation of business and the fortunes that are to be spent in promotional, merchandising and advertising campaigns in the process of creating new markets", Mr. Ryan stated, "my associates and I decided to enter the broadcasting field in an effort to serve both business and the public. During the next two years as much money, if not more, will be spent on advertising as in the boom years of 1929."

Not Part of Wynn Net

MR. ADAMS told BROADCASTING, in reply to rumors, that WMCA is in no way connected with the proposed Amalgamated Broadcasting System network, though he admitted that his group has other network plans tentatively in mind.

Mr. Flamm has been associated with WMCA since 1924, starting as its dramatic critic and successively becoming announcer, program director, commercial contact man, advertising director, general manager and owner. The station counts among its "alumni" such noted radio stars who got their start before its microphones as Rudy Vallee, Arthur Tracy, Don Carney, Henry Burbig, Mae Singhi Breen and Peter DeRose, Gay Hunter, Ozzie Nelson, Will Osborne and Whispering Jack Smith.

* * *

CALLING the attention of his Commission colleagues on Aug. 29 to the terms of the "agency agreement" covering the operation of WMCA, Commissioner H. A. Lafount afterward disclosed in a statement to the press the details of the financial arrangement and asked for its consideration by the Commission counsel and then by the Commission as a body. He stated he was opposed to such an agreement and is "unwilling to assign to Knickerbocker Broadcasting Co., Inc., or any other licensee, the obligation imposed upon us by Congress to decide who shall be charged with the responsibility of rendering that service."

Mr. Lafount explained that he was aware that broadcasters must sell time to advertisers, but he said he would insist that the deal be handled in regulation fashion, i. e., that the license be transferred to the new group since "the licensee has an obligation to the public that in my opinion cannot be transferred, except with the Commission's consent." He said he looked with favor on the caliber of men who comprise the Federal Broadcasting Corp., but he added he could not favor the deal as consummated. Moreover, he added, a condition of the Knickerbocker-Federal contract was that the Commission sanction it, and the matter was never brought to his attention.

George Porter, Commission counsel, was asked to render an opinion, after which the subject will be passed upon by the Commission, and the Federal group on Aug. 29 was notified accordingly by Chairman Sykes.

"To prevent trafficking in licenses, wave lengths or frequencies", Mr. Lafount's statement said, "the Commission on Jan. 29, 1932, adopted an order requiring all applicants for assignment of radio broadcast station licenses to submit a sworn statement that the new or proposed licensee would have complete control of station equipment and operation, and unlimited supervision of programs—the sworn statement to include the price, whether paid or promised, and all terms and conditions of the proposed transfer; said transfer to be subject to the consent of the Federal Radio Commission.

"In the agreement here referred to, no attempt is made to assign the license, although the effect is identical. Instead of selling the equipment and making application for assignment of license, Knickerbocker Broadcasting Co., Inc. agrees to sell all their time for a price which clearly indicates that a value of about $4,000,000 has been placed upon the license which they seek to retain.

Details of Transaction

"THE APPLICATION of Knickerbocker Broadcasting Co., Inc., for renewal of license, dated June 22, 1933, and sworn to on the same day, lists the assets of the corporation as being $100,000, and their equipment as being 500 watt composite. The agreement provides that $155,000 per annum be paid to the licensee, plus 25 per cent of revenue in excess of $600,000 a year. A guarantee is made that there shall be at least $100,000 available from this source every three years. It is certainly a very simple problem in mathematics to determine the value placed upon the licensee."

Paul D. P. Spearman, coun-

(*Continued on page 38*)

New WMCA Board

NEW OFFICERS and directors of the newly formed Federal Broadcasting Corp., which has taken over the commercial rights of WMCA, New York, are listed as follows:

Hon. Alfred E. Smith, Chairman of the Board.

John T. Adams, president—Formerly in the concert field as head of the Wolfson Bureau; later organizer of Columbia Concert Corp.; producer and director of many network radio programs, including the Atwater Kent Hour, American Radiator Puccini operas, Around the World with Libby, Simmons Bed programs, Jack Frost Melody Moments and True Story Hour.

Clendenin J. Ryan, Jr., vice president: Scion of one of America's great industrial families; grandson of Thomas Fortune Ryan; served his financial apprenticeship after graduating from Princeton in 1928, with the Guaranty Trust Company of New York.

Major Talbot O. Freeman, vice president and secretary: Graduated Harvard in 1914; one of the country's outstanding aeronautical executives; prominent in drafting national aero legislation; executive of colonial Air Transport Corp.

James K. Norris, treasurer: Principally interested in financial activities of heating companies, including National Radiator Corp. and Richardson & Boynton; former president of Utica Heater Co.; now associated with William B. Nichols & Co.; graduated Yale in 1914.

Allan A. Ryan, Jr.: Cousin of Clendenin J. Ryan, Jr., and grandson of Thomas Fortune Ryan; graduate of Yale; a partner in Gommack and Co.

John Hay Whitney: Sportsman, son of Payne Whitney, and grandson of John Hay, former Secretary of State; graduate of Yale; interested in motion picture industry, and producer of plays.

Walter S. Mack, Jr.: Textile executive associated with development of industry in New England; grandson of Adolph Lewisohn; formerly with Otis and Company, and now associated with William B. Nichols & Co.; vice president of Equity Corp.; director of Chain Store Investment Corp. and Phoenix Insurance Co.

A. Newbold Morris: Graduated Yale in 1925; attorney, associated with Morris and McVeigh.

Robert H. Thayer: Graduated Harvard in 1924; Attorney, associated with William J. Donovan.

Howard G. Cushing: Graduated Harvard in 1928; formerly with the Guaranty Company of New York, and now with the City Company.

Paul H. Nitze: Graduated Harvard in 1928; associated with Dillon Read.

Bethuel M. Webster, Jr.: New York attorney and former general counsel of the Federal Radio Commission.

WKBF Joining NBC Names D. E. Kendrick New General Manager

Mr. Kendrick

COINCIDENT with the announcement that WKBF, Indianapolis, will join NBC as an affiliated station beginning Sept. 1 came word that D. E. (Plug) Kendrick, for the last five years manager of WFIW, Hopkinsville, Ky., has been appointed general manager of the Indianapolis station. WKBF will take both Red and Blue network programs.

Also added to the WKBF staff to assist Mr. Kendrick are Lloyd L. (Jake) Jaquier, commercial manager, Robert L. Linx, chief engineer, and Ralph M. Cohen, director of public relations. Mr. Jaquier and Mr. Linx held similar positions at WFIW, while Mr. Cohen was associated with newspapers and advertising agencies previous to his entrance in radio.

WKBF is operated by the Indianapolis Broadcasting Co., Inc., of which William E. Vogelback is president. Charles Dawes, nephew of the former Vice President, is vice president of the company. A salute to the station on the NBC-WEAF network was carried the night of Aug. 30.

XUM

Size and Scope of the Broadcast Industry

By DR. HERMAN S. HETTINGER

University of Pennsylvania

Pay Scales Compare Favorably With Other Industries; Reduction in Hours Offers Biggest NRA Problem

Dr. Hettinger

RECENTLY there was set in motion in the National Recovery Administration the most remarkable attempt at increasing employment and augmenting purchasing power ever to be undertaken by a nation. All industry was regimented in a concerted drive for a revival of economic activity.

Broadcasters have been active in this great movement from the start, more than 500 stations signing written pledges of cooperation with the administration in its work of securing the active support of the rank and file of the American people.

First Wage Survey

IN AN ATTEMPT to find out what should be contained in their own code, the broadcasters recently made the first study ever to be conducted of wages, hours and employment in the industry. Basic data was gathered from a group of 154 stations comprising 25.5 per cent of all stations in the country and representing to an equal degree all classes of broadcasting organizations scattered throughout the country.

From this information many interesting facts were developed. It was found that the total annual payroll of individual stations, exclusive of network staffs though not of network owned stations, amounted to approximately $16,800,000 for the current year and that slightly more than 9,200 persons were employed. It is quite probable, when network figures are analysed, that the total payroll will reach the neighborhood of $20,000,000 and the total number of employes will amount to between 10,000 and 11,000 persons.

Exceeds Other Industries

THE TREND in both employment and aggregate payrolls of individual stations has been particularly interesting since it probably differs from every other industry in the country. There has been an estimated increase in total station payrolls of 137 per cent since 1929 and of 118 per cent in the number of persons employed. There has been some slight recession from the 1932 scale this year, aggregate station payrolls having decreased 12 per cent and total employment having declined 3.97 per cent.

The average annual wage for employes of broadcasting stations compares favorably with those of other industries. The estimated annual income of persons working at broadcasting stations is $1,753 as compared to a 1930 wage scale for employes of manufacturing plants of $1,340 and of retail establishments of $1,315. The average weekly wage in the industry was $33.72.

Of the total payrolls, clear channel stations paid out approximately 40 per cent, regional stations 43 per cent and local stations the remaining 17 per cent.

The total number of employes of stations was made up as follows: 2,101 operators and control men; 1,886 announcers, program production people and continuity writers; 1,951 office workers, including stenographers, bookkeepers, clerks, telephone operators and similar employes; 1,478 musicians regularly employed as members of the station staff; 919 outside salesmen and 877 persons in executive or managerial capacity.

Average of Employes

THE AVERAGE number of employes per station ranged from 48 in the case of clear channel unlimited time stations to between six and seven persons on local part time stations. Approximately half of all stations had 10 or less regular employes. The number of operators employed ranged from between one and two in the case of local part time stations to eleven in the case of clear channel unlimited time stations. Announcers averaged between four and six per station for the larger broadcasting units and from one to two for the smaller stations. Program production staff and musicians varied most widely from station to station.

Average wages in the industry are uniformly high, representing a grade of employe superior to that of the average manufacturing or retail establishment. Wages for technical staffs range from a weekly average of $21.71 on local unlimited time stations to $31.43 on low power regional unlimited time stations and $40.53 on clear channel full time stations. Executive salaries range from an average of slightly more than $40 on local stations to $140.45 on clear channel unlimited time stations. Announcers salaries for different classes of stations range from slightly more than $20 a week to $45 on clear channel stations.

Non-Technical Scale High

WAGE PROVISIONS for non-technical workers should not prove a serious problem to stations, as a very small proportion of the total station staff or of any class of employe was being paid less than the minima stated in the blanket code. Employes receiving less than the stated minimum for office workers constituted only 20.3 per cent of persons of that class of employment on low power regional unlimited time stations, 21.1 per cent on local full time stations and 20.4 per cent on local part time stations. The question of technical staff wages is less clear since the analysis was conducted on the basis of the blanket code, with respect to which operators and control men fit badly into the artisan, mechanical worker class. Further analysis is therefore required on this point.

A more serious question may be raised with regard to hours of employment, especially on the part of technical staffs, where at the present time at least 50 per cent are working more than 40 hours a week. Long hours of operation, required by license and necessary in the public interest, convenience and necessity, are responsible for this condition. With average hours of operation for full time stations ranging from a minimum of 84 hours to 126 or more hours weekly as compared to approximately 52 hours a week for retail establishments, radio broadcasting presents a unique problem in this field.

Self-Knowledge Value

AS FAR AS can be determined, this question is one of especial importance to the small station, where the addition of one operator may actually mean an increase

(*Continued on page 37*)

RECORD NAB CONVENTION SEEN

NRA Problems and Copyright Issue Will be Considered At White Sulphur Springs Meeting

WITH the industry forced to alter its methods of operation by virtue of the sweeping trade practice provisions of code of fair competition filed with NRA, unusual interest centers around the forthcoming NAB annual convention to be held at White Sulphur Springs, W. Va., Oct. 8-11.

Decision by the NAB board, at its meeting in Washington Aug. 24 and 25, to establish a new classification of membership allowing stations grossing less than $15,000 to join for dues of $30 per year, is expected to result in a prompt increase in membership. It also was decided to cut the registration fee in half to $5. The NAB membership now totals 253 stations and associates.

Large Attendance Seen

NUMEROUS other problems of vital interest to the industry are slated for discussion at White Sulphur Springs, according to Philip G. Loucks, NAB managing director. Advance indications, he declared, are that it will be the most heavily attended convention in NAB history. He pointed out that during the past year the NAB has experienced its greatest expansion and increase in membership. The convention, however, will be open to all stations and to all other qualified branches in the broadcasting field.

"Since the convention in St. Louis last year", Mr. Loucks said, "the NAB has fulfilled practically every commitment relating to expansion of its activities to further the benefits of the organization to the industry. Unquestionably, 1933 is the most active year we have ever had."

Outside the NRA code, copyright will command major attention. The technical side of broadcasting is certain to be widely discussed, however, in view of the failure of the North American conference for redistribution of broadcasting wave lengths and the possible adverse effect it may have on the channel setup in this country. Legislative problems that will face the next session of Congress likewise are scheduled for consideration.

Famed Resort is Site

PRELIMINARY plans for the convention are well along under the direction of Edwin M. Spence, WPG, Atlantic City, chairman of the general committee. Special hotel rates have been arranged, and reduced railroad fares, even more favorable than those at previous conventions, are probable. Other members of the convention committee are L. B. Wilson, WCKY; Leon Levy, WCAU; Sam Cook, WFBL; Birt Fisher, KOMO; W. E. Hutchinson, WAAF, and LeRoy Mark, WOL.

White Sulphur Springs, world-famous resort in the heart of the Alleghenies, covers 7,000 acres and is considered an ideal convention site. The Greenbrier Hotel is completely equipped to accommodate the convention. In addition to rooms and suites in the hotel, available at special rates, cottages surrounding the hotel, with full hotel services, are available for parties. Both European and Amercan Plan rates are offered.

On the estate are three golf courses, seven tennis courts, a large swimming pool and facilities for trapshooting, fishing, horseback riding, flying and polo.

A Treasure Hunt With Money In It

KSO Studio Is Unable to Hold Crowd of Contestants; Station, Sponsors and Listeners All Profit

AN EXCITING party game has been turned into a profitable promotion stunt by KSO by enrolling its listeners in a sponsored Treasure Hunt. Contestants are given clues in periodical spot broadcasts, following advance publicity in the press, and monetary prizes are awarded the first six to bring the six or seven articles specified in the hunt. The studio was over-run the first night; 2,000 hunters thronged a theatre following the second broadcast.

By JOHN H. HEINEY
Staff KSO, Des Moines

Mr. Heiney

A GAME that has put life into many a party recently has been adapted to radio with signal success for both the station and the sponsors. It is the Treasure Hunt.

KSO inaugurated the stunt July 14. It created an immediate sensation. KSO earned revenue equivalent to 1½ hours night-time card rates, plus $50 for prize money, and the sponsors gained widespread publicity for their products. This is the way the Treasure Hunt was conducted:

In the Des Moines REGISTER AND TRIBUNE KSO radio column for Thursday and Friday instructions were printed on how to participate. The build-up on the air a half weeks of the conference upt (spots) centered on these instructions and on the first "clew" in the hunt. Six clews in all were given and participants in the hunt had to hear all six.

The build-up instructions explained that listeners should tune in KSO at 8 o'clock, and each half hour thereafter; that to participate the contestant would be required to get six articles in various parts of the city; that the contestant who brought all six articles to the studios first would receive a prize of $25; the next five, prizes of $5 each.

Station Stages "Funfest"

THE NIGHT of the hunt, a general explanation of the event was broadcast with the name of the first "clew" or article to be obtained, and listeners were warned that the second article would be named at 8:30, and so on until 10:30 when the sixth and final article would be announced.

The six articles were an old-fashioned nightshirt, horseshoe, hollyhock in bloom, rock weighing exactly one pound, a want ad from the DES MOINES TRIBUNE of that date (an ordinary classified selling ad inserted by the sponsor), and a fireman's, policeman's or motorman's cap.

As a part of the event an informal "funfest" by our own talent was scheduled at 10:30 to continue until all prize winners were in the studios. At 10:37, just seven minutes after the last clew had been given, the first contestant appeared —with all six articles!

By 10:45 the studio foyer was overflowing, traffic was jammed downtown for blocks, hundreds of persons swarmed around the building where our studios are located unable to get up to the studios on the thirteenth floor.

This treasure hunt taught us many things. First, the studios were not large enough to accommodate the contestants and the hundreds of others attracted. The wise contestant was downtown at 10:30 near the spot he was to report in to listening to the last announcement over an automobile set or a merchant's radio. Contestants scrambled good-naturedly on the building elevators and in the building lobby presenting a dangerous situation.

The first six contestants to show up had all six articles and received their prizes in the studio as a part of the studio program. Names of a dozen other near-winners were broadcast.

Our switchboards were swamped with calls all evening. People wanted questions answered. Some were very funny. One man said his grandfather was in bed in the only nightshirt he knew of and grandpa wouldn't get dressed. Could he bring grandpa in with the nightshirt! Another asked if a pony shoe would do. We assured him it would. Then he said the shoe was still on the pony and he'd have to bring both! Would that be all right?

Fire stations quickly reported to us that hats had been snatched. Police reported contestants had riddled the speed laws.

Theater Becomes Headquarters

THE SECOND Treasure Hunt was arranged to end at a downtown theater. Seven articles were required to extend the hunt after the last show crowd had left the house. Contestants were told to go to the stage door; others interested in the fun were admitted to the theater at the regular night price.

The seven articles were: an old-fashioned flat iron; three leaves—elm, oak and poplar; a man's rubber boot; a bottle of a product manufactured by the sonsor (representatives of the sponsor were stationed over the city and these points announced to the contestants when the clew was given); a 1932 calendar with all months complete; a chunk of coal weighing exactly two pounds; a bucket of water with the water not less than three inches from the top.

The last named was designed to prevent contestants from racing over city streets at breakneck speeds. The Des Moines police chief also spoke for law observance when the first announcement was made.

The sponsor gave almost 2,000 bottles to contestants, most of whom operated in parties of two to four. More than 2,000 persons appeared at the stage door. We had mikes on the theater stage and on a fire escape at the rear of the theater.

The first hunt was sponsored by the A. A. Schneiderhahn Company, distributors of electrical and automotive products handled through the Straus Radio Program Producers, Des Moines; the second by the Harger and Blish Company, distributors of Grunow refrigerators. Each received thirteen 100-word announcements, six being given with the Treasure Hunt clew announcements; four between 6 p.m. and the first hunt announcement, and the remainder in the period in which the winners were announced.

Window Display Contest

THE TREASURE HUNT is a natural. It can be used to advertise any product. Neither sponsor asked for or expected direct sales. No radio event ever so completely carried the city with interest. Plenty of police were needed to handle the crowds.

The plan was modified to a window display card word-hunting contest to start off a Des Moines Dollar Day event the night of July 31. Fifteen prizes were awarded, totaling $50 in cash and two of merchandise. Hundreds of persons were brought downtown to see 18 store windows the night before a major cooperative selling event.

Our sister stations of the Iowa Broadcasting Company—KWCR, at Cedar Rapids, and WIAS, Ottumwa,—have held similar Treasure Hunts with outstanding success.

Fruit Cake Prospect

RADIO ADVERTISING on established home economics program will be used along with newspapers by L. C. DeForest, advertising director of the Hills Brothers Company, New York, to publicize the Dromedary Dixie Mix, the first prepared fruit cake mixture. The mixture has been tried successfully in eastern markets. Cecil, Warwick & Cecil will aid DeForest in handling the account.

ASCAP Royalties Raised 1 Per Cent

Publishers Netted $1,500,000 From Radio During Year

A ONE PER CENT boost in the royalties paid by broadcasting stations to the American Society of Composers, Authors & Publishers for the right to perform copyrighted music controlled by that combination became effective Sept. 1 under the three-year ASCAP contract which some 550 stations signed "under duress" just a year ago. While detailed figures are not available, it is understood that ASCAP realized in excess of $1,500,000 in royalties from the radio industry during the last twelve months, whereas it expected more than $2,000,000.

Prosecution Looms

MEANWHILE, the broadcasting industry through the NAB is actively proceeding with its plan to obtain relief in the copyright controversy. Both the Department of Justice and the Federal Trade Commission are examining the ASCAP organization with the likelihood that anti-monopoly litigation will be instituted shortly.

Newton D. Baker, former Secretary of War and NAB special copyright counsel, likewise is engrossed in a legal study of the case. He conferred with Attorney General Cummings and other Department of Justice officials on July 24 in connection with the case. He was accompanied by Joseph C. Hostetler, his law partner.

NRA May Take Hand

DURING the last year the broadcasting industry paid 3 per cent of its "net receipts" plus an arbitrary sustaining fee to ASCAP under the three-year contracts accepted by the NAB board involuntary on Aug. 24, 1932. ASCAP threatened to withdraw its music from the air unless the contracts were accepted. The 4 per cent royalty remains in effect until Sept. 1, 1934, at which time the 5 per cent fee becomes applicable.

The sustaining fees are understood to total approximately $750,000 a year. Prior to acceptance of the new yardstick, stations paid approximately $1,000,000 a year to ASCAP in a flat fee, arbitrarily assessed and presumably based on power classifications of stations.

The copyright situation may be considered by the National Recovery Administration in connection with codes of fair competition for the amusement industries. Such action might change the complexion of the broadcasting controversy with the combine.

AFFILIATED PRODUCTS, Inc., Chicago (Edna Wallace Hopper) is starting a new series of four 5-minute transcriptions weekly for 39 weeks over selected stations. Disks are produced by World Broadcasting System, and account is handled by Blackett-Sample-Hummert, Inc., New York.

WMCA

"ALWAYS ON TOP"

ON ANY DIAL

WMCA introduces its New Official Family:

FEDERAL BROADCASTING CORPORATION

Chairman, Board of Directors	HON. ALFRED E. SMITH
President	JOHN T. ADAMS
Vice-President	CLENDENIN J. RYAN, Jr.
Vice-Pres. and Secretary	MAJOR TALBOT O. FREEMAN
Treasurer	JAMES K. NORRIS

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BETHUEL M. WEBSTER, Jr.
JOHN HAY WHITNEY

WMCA Building, New York
❖ 1697 Broadway ❖
Tel. Col. 5-5660

Commission Reallocation Plan May Be Determined Shortly

Few Reassignments Rather Than Shakeup Loom As Result of Mexico City Parley Failure

DETERMINATION of policy respecting broadcasting assignments and embracing the question of a possible general or limited reallocation will be undertaken by the Radio Commission at its first full meeting Sept. 5 in view of the failure of the North American Radio Conference.

Chairman Sykes of the Commission, who headed the American delegation to the Mexico City conclave, told BROADCASTING that the entire matter of procedure will be placed before the Commission. He is expected to submit a detailed report on the Mexico City conference, which reached an impassé on the question of redistributing broadcasting channels among the North American nations because of the untenable demands for exclusive channels by Mexico and because of that nation's refusal to accede to the American delegation's proposal that American-sponsored border stations be eliminated.

Original Plan Shelved

PRIOR to the conference it was openly indicated that the Commission had prepared a proposed widespread realignment of broadcasting facilities in this country conditional upon a distribution of channels at the Mexico conference. Failure of the parley apparently has resulted in the shelving of any such plan, temporarily at least. It is known that no further work is being done on this plan for a 100 per cent revision of assignments.

Instead of a "general" reallocation, the Commission now is understood to be considering a "limited" or patch-work revision to clear up local or regional conflicts and affecting only a small number of stations. In this connection, it is generally believed that east-west coast duplication on clear channels might be favorably considered, particularly in view of the fact that a number of coastal clear channels already are being duplicated at night under "experimental" authority. The high power trend in broadcasting likewise cannot be ignored by the Commission, and a reclassification of station powers through horizontal increases is possible.

In any event, the Commission's engineering division has at its finger-tips a number of "dummy" plans for revision of assignments, supported by engineering data, observations and developments accumulated since the last general reallocation in 1928. That this data will be utilized in some fashion to readjust the structure seems obvious, in spite of the failure of the Mexican conference and the resultant uncertain status of North American broadcasting.

Broadcasters who have paused to reflect on the results of the Mexico City conference are somewhat dubious about the technical regulations on broadcasting which were adopted. No harm can come from the agreement that all nations on the continent observe a 50-cycle tolerance and a 10 kc. separation between channels, but the agreement that Mexico and other stations use waves ending in multiples of 10 kc. instead of mid-channels, they conclude, may have unfavorable effects.

If Mexico adheres to the latter agreement, her stations will operate on the precise frequencies assigned to stations in Canada and the United States, instead of on mid-channels. Mid-channel operation has caused interference to stations on both sides of the wave used, whereas precise channel operation might reduce interference to one of the adjacent waves but double it on the other. A new 10 kw. Mexico station already licensed in Mexico City has been assigned to the Canadian-shared regional of 780 kc., instead of to a mid-channel.

Whether negotiations will be reopened with Mexico and the other Latin nations is problematical. Since the conference "agreed to disagree", the way is open for future discussions which may lead to an agreement. One unverified report is that steps will be taken for a tripartite meeting of Canada, Mexico and the United States in Washington to work out technical details which would be submitted to all nations for approval.

The Mexico short wave agreement leaves the 1500-1600 kc. band open for possible broadcasting assignments, and Canada has indicated her intention of using this band by already assigning a station in Hamilton, Ont., to 1510 kc.

New Light on Parley

ONE OF the early factors in the failure of the conference, it is now learned, was the argument advanced by the Latin nations that broadcasting is "international" rather than "national." They openly confessed they had in mind the building of super-power stations, possibly of 500,000 watts, with which they hoped to reach the lucrative American market and advertise their coffees, fruits and other export products. They also had in mind the stimulation of tourist travel via radio.

For such stations, each nation wanted exclusive channels. Mexico asked a minimum of 12 and Cuba talked about 8. One delegate said that if all of the clear channel demands of the countries had been agreed to, the United States would have had "one clear channel left."

Engineers pointed out that the cost of a 500,000 watt station might equal the public debt of a country like Nicaragua. Moreover, they said that it is questionable whether such a station could break through the tropical static with a sufficiently strong signal to be heard well in this country.

WOOD ANTENNA—Here is WBAL's new vertical radiator, employing wood rather than steel for the mast itself. The High Capacity Crown, developed by WBAL's chief engineer, G. W. Cooke, is a new departure in antenna design. The mast is 200 feet high, and is painted black and orange as a protection to aircraft.

WBAL has Tripled Signal With 10 Kw.

Novel Design of Wood Masts Given Credit For Increase

Mr. Huber

CLAIMING a 200 per cent improvement in signal strength in its primary service area, WBAL, Baltimore, Maryland's only clear channel station, has begun operation with its new 10 kw. transmitter and radiating system, according to Frederick R. Huber, station director.

Although the wooden vertical radiating system is similar in action to other systems recently installed by several stations, Mr. Huber declared it incorporates an innovation in design, a "high capacity crown", developed in WBAL's laboratory by G. W. Cooke, chief engineer. This development has been largely responsible for the remarkable stepping up of the station's signal, Mr. Huber said.

Mr. Cooke

The transmitter has been relocated 12 miles nearer Baltimore. Every improvement known to radio has been incorporated in the station, Mr. Huber asserted. Despite the vast improvement in primary service area, he added, the directional antenna in no wise impairs the formal secondary service area of the station.

The WBAL masts are unique, being built of square wood timbers all 20 feet long. With four timbers arranged to form a square 24-inch cross-section at the base of the mast and a 20-inch cross-section at the top 200 feet from the ground. The timbers are cross bolted and the joints staggered to produce a rigid structure. Steel guys pulling four ways are arranged in three sets to hold the pole erect. The guys are insulated into 25-foot sections by porcelain to eliminate absorption.

Eliminate Fading

THE ANTENNA consists of a ¾-inch copper tube carried vertically up the mast by large stand-off insulators to a height of 150 feet. At this point are four wires connected which extend up the remaining 50 feet to the 20-foot cross arms at the 200-foot elevation. At the end of each cross arm there is a large copper arch 20 feet in diameter connected to the antenna to form the high capacity crown to the vertical radiator. This crown plays an important part in the antenna design to minimize the high angle sky wave radiation and thus strengthen the ground wave.

This, it is said, eliminates fading over a much greater area around the station and results in a stronger and steadier signal in the service area of the station. The crown, plus the vertical radiator, gives results equivalent to the high steel tower radiators now being used by several stations, it is claimed, while the use of wood instead of steel as a supporting medium further increases efficiency.

To prevent possible interference to air travel the masts have been painted black and orange in alternate stripes, and at night a large rotating beacon throws a four million candlepower red beam from the transmitter.

The Radio Commission on Aug. 29 extended WBAL's synchronization tests with WBZ, which gives the Baltimore station full time, for three months from Sept. 1.

Market and Average Data Concisely Shown On CBS Network Map

A COMPREHENSIVE but concise answer to the inevitable question of an advertising prospect, "Where will the program be heard?" has been prepared for CBS by its research department.

All the essential information about the coverage of any or all CBS basic stations, supplementaries, the Don Lee unit, the Florida group, associated Canadian stations and KGMB in Honolulu is contained in a desk-size map of the United States, handsomely done in shades of gray on a black background, which is published along with a brochure titled "Making the Map."

The map classifies market areas according to the percentage of CBS listeners as (1) intense, (2) very good, (3) regular and (4) occasional. The population, radio homes, listeners, telephones, passenger autos, and wired homes are also averaged for each of these market areas.

—NOW INDIANA'S ONLY N.B.C. OUTLET . . .

WKBF
INDIANAPOLIS
CENTER OF
U.S. POPULATION

ONE MILLION LISTENERS IN THE BASIC LISTENING AREA

Unification of Communications Control Favored in Bar Report

Caution Advised in Any Regulatory Changes; WIBO, Shuler Decisions Held Significant

CREATION of a federal agency to regulate all communications, embracing radio as well as wire lines and having jurisdiction over rates, is urged by the Standing Committee on Communications in its report to the American Bar Association. The association held its annual meeting at Grand Rapids, Mich., Aug. 30 to Sept. 1, and the communications report was scheduled for delivery by John W. Guider, Washington attorney and chairman of the committee.

While the committee did not formally recommend by resolution that a communications commission, which would absorb the administrative powers of all federal agencies now dealing with radio and wire communications, be established, it did stress the desirability of such a unification. It held that this problem is worthy of "serious consideration" by Congress and those in authority.

Broadcast Rates Shunned

THE REPORT covered in a broad way the advantages to be derived from centralized regulation, particularly as it would affect rate regulation of common carriers in transmitting messages for hire. No specific mention was made of the desirability of regulating rates of broadcasting stations, apparently because broadcasting is not as susceptible to such a regulation as the common carrier branches of the communications field.

The celebrated WIBO and Shuler cases, both of which established precedents and settled a number of vexatious questions in radio jurisprudence, were analysed by the committee. The report also advocated repeal or at least modification of the Davis amendment by Congress.

Two Resolutions Offered

THE COMMITTEE recommended adoption of two resolutions. The first asked authorization by the association to confer with Congressional committees concerned with communications legislation and with other agencies on matters relating to the reorganization of the communications control structure and with respect to legislation and treaties governing the electrical transmission of intelligence. The second resolution asked authorization for the committee, through a delegation of one or more of its members, to represent the association at international conferences involving communications in the role of observer.

No legislation of importance dealing with communications or communications agencies was enacted during the past year, the report stated. The committee pointed out that any change in the form of radio regulation, either by direct legislation or by executive action, will likely lead to an entirely new system of control and will not be limited to corrective changes in the present system.

Caution Advised

BECAUSE these problems of regulation are fraught with difficulty and require an understanding not only of technical and scientific matters but of legal and economic questions as well, the committee expressed hope that basic changes in the system of regulation, if and when effected, will not ignore the results and experience gained by existing regulatory bodies.

"Inexperience and unwise experimentation", the report said, "are the greatest dangers in any reorganization of the regulation of communications. Service to the public will not only be temporarily impaired but may be permanently retarded if the transition of control is not intelligently designed and carried out."

Repeal or at least a modification of the Davis amendment is desirable, the committee said, to permit the most beneficial use of the limited number of broadcasting facilities available. "Such use is not now possible in all cases under a literal interpretation of the amendment, and it is altogether possible that changes in the international regulations and agreements may make it even more inapplicable to the situation," the report stated.

WIBO Case Interpreted

THE WIBO case, which ended with the deletion of WIBO and WPCC in Chicago and assignment of their facilities to WJKS (now WIND), Gary, Ind., on purely quota grounds, was cited as of far-reaching importance because it resulted in Supreme Court adjudication of two fundamental questions of radio law. First, it was explained, the highest tribunal held that it had jurisdiction to review judgments and orders of the Court of Appeals of the District of Columbia in cases appealed from the Radio Commission. Second, it ruled that the Davis amendment is a valid law designed to accomplish a "fair and equitable allocation" of broadcast facilities and that the Radio Commission may in proper cases license a station in an underquota state to use facilities previously assigned to a station in an overquota state and terminate the latter's license.

"Coming as it does on the eve of a possible, if not a probable general reallocation of broadcast facilities as a result of international conferences and agreements", the committee stated, "this case is of unusual significance, and in the absence of other and inconsistent legislation or revolutionary scientific developments, will doubtless control the future physical setup of the broadcast industry."

The Shuler case, which resulted in the deletion of KGEF, Los Angeles, over which the Rev. Robert P. (Fighting Bob) Shuler carried on his tirades, was described as important because of its bearing upon program standards of stations. After the station had been ordered deleted by the Commission in November, 1932, and the Court of Appeals had affirmed the decision, the Supreme Court denied the station a review. The lower court had held that the constitutional guaranty of free speech had no applicability and that the Commission had the right to delete the station because of objectionable programs.

"This case", the committee said, "should and doubtless will act as a deterrent to a type of broadcaster which unfortunately has been altogether too numerous. It clearly establishes that the right to broadcast is a privilege which gives rise to correlative rights and obligations and not an absolute right to be exercised when once obtained in perpetuity and according to the whim and caprice of the individual licensee."

State Court Rulings

ONLY TWO state court decisions of importance were adjudicated during the year, the committee reported. Both had to do with libel and the liability of the station for libel uttered over its facilities. In the KFAB case, which two years ago resulted in a ruling by the Nebraska Supreme Court that the station and the speaker were jointly liable for alleged defamatory utterances by a candidate for public office, the court dismissed as moot, on May 18, last, an attempted second appeal intended to procure a U. S. Supreme Court review. "It is to be regretted", said the report, "that such review has been made impossible. The dismissal was based upon satisfaction of the judgment of the lower court pending appeal."

A second case involved Louis

(*Continued on page 32*)

PISCATORS BOLD — Washington radio group and biggest of four sharks they caught Aug. 19 off the Delaware Coast. Left to right: Harry C. Butcher, CBS Washington representative; Mr. Shark (300 pounds); Herbert L. Pettey, secretary, Federal Radio Commission, and Herluf Provensen, assistant manager, WRC and WMAL. This shark was Provensen's catch, the other three being mere 100 pounders.

3-Year Licenses Asked for Stations As Boost to NRA

NAB Resolution Cites Need For Credit Improvement

EXTENSION of licenses of all broadcasting stations from the present six-month term to the full statutory period of three years as a measure in keeping with the spirit of the administration's recovery program was urged in a formal resolution adopted by the NAB board of directors and presented to the Radio Commission Aug. 29. The resolution was adopted at the NAB board meeting Aug. 24 and 25.

The Commission now has pending before it a resolution offered several months ago by Commissioner Lafount, proposing extension of broadcasting licenses to one year. The NAB resolution brings out that the broadcasting industry is working out a code of fair competition under the NRA and that it would be virtually impossible for stations to comply with such a code without improvement of their credit conditions which could only be effected by longer licenses.

Text of Resolution

THE RESOLUTION follows in full text:

Whereas the Radio Act of 1927, as amended authorizes the Federal Radio Commission to issue broadcast licenses for three year periods; and

Whereas, the Commission, up to this time has not seen fit to license such stations for a term greater than six months; and

Whereas, the broadcast industry is desirous of cooperating with the National Recovery Administration by observing a code under which hours of work will be shortened and rates of pay increased for station employes and under which many stations will be required to increase their personnel and payrolls; and

Whereas, many stations will find it virtually impossible to carry out the spirit and letter of this code without improvement of their credit conditions which can only result from longer licenses; and

Whereas, the North American Radio Conference has been concluded in a manner which will make a general realignment of stations unnecessary:

Whereas, longer license terms will result in greater stability throughout the broadcasting industry.

Therefore, be it resolved: That the board of directors of the National Association of Broadcasters on behalf of the broadcasting industry respectfully requests that the Federal Radio Commission extend terms of all broadcast station licenses for the full statutory period.

Approved Agencies

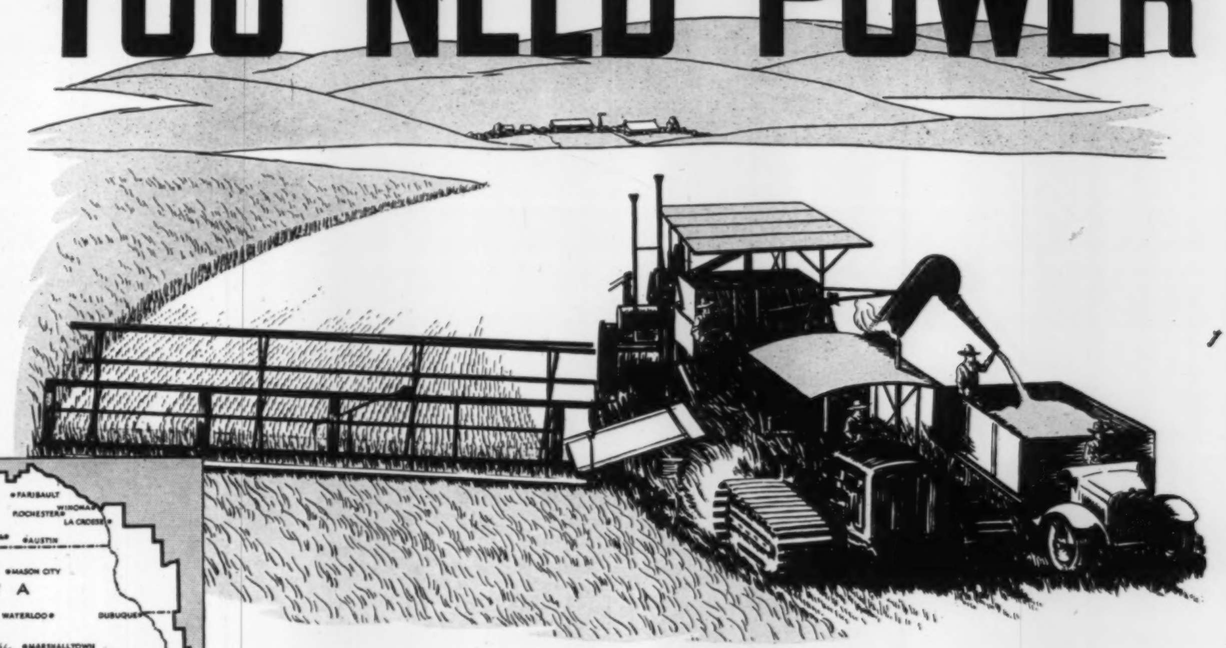
AN "APPROVED list of Los Angeles radio advertising agencies" was issued by southern California broadcast stations in August following several meetings to establish a standard for agencies not already accredited by newspapers or associations. List includes: Walter Biddick Co., Wallin and Barksdale, Tom Wallace, Federal Advertising Associates, V. G. Freitag, Inc., Paul Winans, R. H. Alber Co., Fitzmaurice and Son, Albert Fisher and Co., Radio Production Co., Freeman Lang, Lee Luscher and Radioscript Productions Co.

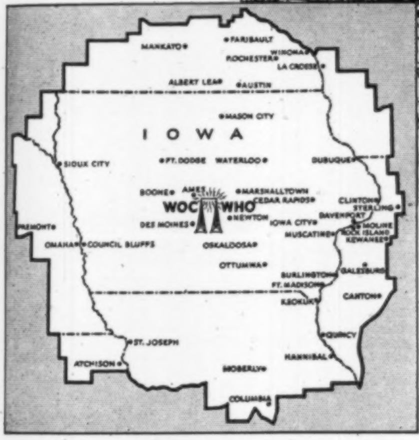
For a half acre

a scythe may do—but

WHERE YOU'VE GOT GROUND TO COVER

YOU NEED POWER




MANKATO
FARIBAULT
ROCHESTER
WINONA
LA CROSSE
ALBERT LEA
AUSTIN
MASON CITY
IOWA
SIOUX CITY
FT. DODGE
WATERLOO
DUBUQUE
BOONE
AMES
MARSHALLTOWN
CEDAR RAPIDS
CLINTON
STERLING
WOC-WHO
DES MOINES
NEWTON
IOWA CITY
DAVENPORT
MOLINE
ROCK ISLAND
KEWANEE
FREMONT
OMAHA
COUNCIL BLUFFS
OSKALOOSA
MUSCATINE
OTTUMWA
GALESBURG
BURLINGTON
FT. MADISON
KEOKUK
CANTON
ST. JOSEPH
QUINCY
ATCHISON
HANNIBAL
MOBERLY
COLUMBIA

"GROUND TO COVER"—In contrast to many territories, Iowa has never concentrated its consumers in one or two large cities. To sell Iowa, you must reach scores of cities, and hundreds of small towns. The primary day-time service area of WOC-WHO, shown on the map, includes forty-three cities over 10,000. With 50,000 watts, WOC-WHO gives you the coverage necessary to do a good selling job.

WOC-WHO

FULL-TIME, CLEARED-CHANNEL

50,000 WATTS

IN IOWA, where radio advertising must move goods in many local markets it pays to use the ONE "50 KW" that covers them all — WOC-WHO

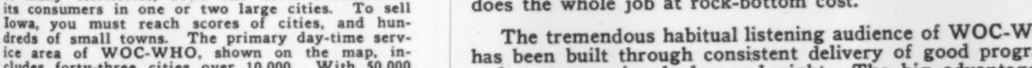
WHETHER you're harvesting grain or sales, your choice of tools must suit the job to be done. It takes power to sell the Iowa market economically, and one 50KW—WOC-WHO—does the whole job at rock-bottom cost.

The tremendous habitual listening audience of WOC-WHO has been built through consistent delivery of good programs and a strong signal, day and night. The big advantage of being the only NBC-WEAF (Red) network outlet in Iowa, is supplemented by well-rounded local program service.

If you're making plans to move merchandise in Iowa, let WOC-WHO help you. Considering its power and the size of its audience, you will be astonished by the low cost at which WOC-WHO can do your selling job in this important territory. Wire or phone for rates and open-time schedule. If you want time this fall, it will pay to act promptly.

CENTRAL BROADCASTING COMPANY

914 Walnut Street, Des Moines, Iowa • Phone 3-3251
CHICAGO: Free & Sleininger, 180 N. Michigan Ave., Phone FRA 6373



Iowa has ten commercial radio stations with total evening power of 4,000 watts

AND ONE STATION, WOC-WHO WITH 50,000 WATTS

Our time is not on the block!

ONE PRICE TO ALL . . . To insure strict adherence to this sound principle, we have eliminated all brokers, general representatives and time selling transcription companies, and permit only one organization to act as our sales representatives in the national field.

We feel that advertisers and advertising agencies should have available to them an organization which is qualified to present . . . honestly and intelligently . . . pertinent facts concerning our markets, coverage, management and program facilities. We have no confidential or group rates which serve to act as an embarrassment to advertisers and advertising agencies. Our only affiliation is in having the same representative . . . plus a common interest in the betterment of spot broadcasting practices and the stabilization of radio station rates.

Therefore, we have selected, as this representative, EDWARD PETRY & COMPANY, INC., because its personnel is comprised of trained advertising executives whose success is not dependent alone upon sales strategy . . . but upon ability to work capably and harmoniously with the agency and the advertiser in the successful execution of their broadcasting campaign.

Orders are acceptable only direct or through EDWARD PETRY & COMPANY, INC. All billing and collecting will be done by the station.

CITY	STATION
Atlanta	WSB
Birmingham	WBRC
Bismarck	KFYR
Buffalo	WBEN
Dallas	WFAA
Detroit	WWJ
Fort Worth	WBAP
Hot Springs	KTHS
Houston	KPRC
Indianapolis	WFBM
Kansas City	WDAF
Louisville	WHAS
Memphis	WMC
Milwaukee	WTMJ
Nashville	WSM
New Orleans	WSMB
Norfolk	WTAR
St. Louis	KSD
Salt Lake City	KSL
San Antonio	WOAI
Shreveport	KTBS
Tampa	WDAE
Tulsa	KVOO
Wichita	KFH

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Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

The NRA Code

A CODE of fair competition for the broadcasting industry has been filed with NRA. It will not meet with the unanimous approval of the industry. Broadcasters, agencies, station representatives and brokers will find flaws in it and are certain to raise objections. Small stations may conclude that the wage and labor provisions work an undue hardship. The trade practices provisions are drastic.

Everybody concerned would do well to sit back and reflect before they condemn the code. It is being presented to the NRA as an industry code by the *only* trade association of the industry. It has a good chance of getting through because the industry goes to NRA with a united front. Other industries, with several trade associations, have encountered serious difficulties because of their inability to get together on a single code. General Johnson has announced that his organization will write codes for those industries which cannot reconcile their own conflicts.

The NAB board which drafted the broadcasting code was representative of all classes of stations—local, regional, clear channel and network. Every consideration was given the "little fellow". The fact that he may be harder hit than the bigger, more successful station is a fault of the law itself rather than of the NAB board.

In retaining a lawyer of the calibre of John W. Guider to handle the code procedure, the NAB is to be commended. He is admirably qualified and equipped for the job. The hardest part of the battle will be the public hearing before NRA, when labor and anti-radio groups attempt to have written into the NAB code provisions to serve their own selfish ends.

The NAB needs the support of every factor of the industry to put this code through. Dissension in the ranks might prove ruinous. Everybody should take a conciliatory attitude at this time. Remember, if any of the provisions prove inequitable in practice, it is still possible to alter them after the code becomes effective.

Welcome to Rad-dio, Al!

AL SMITH has entered radio. As chairman of the board of the newly formed Federal Broadcasting Corp., new WMCA sales agency, the former governor of New York will be thrown into intimate contact with the business of broadcasting. His alert mind, his business sagacity and his keen sense of public relations should prove a real contribution to the business of broadcasting. Here's hoping we see and hear Alfred E. Smith, broadcaster, at the next NAB convention.

Eloquent Statistics

SMALL WONDER that they refer to the business of broadcasting as the lustiest among America's infant industries! Hardly more than a dozen years of age, broadcasting's payroll—for stations alone, and not including networks, agencies, transcription companies, etc. —numbers about 9,200 regular full-time employes, who during the current year will receive nearly $17,000,000 in salaries. Counting all elements, the figure is probably nearer 12,000, with a payroll approximating $25,000,000, not counting non-staff artists and other occasional employes.

Dr. Hettinger's survey, which brought to light these estimates, was the first scientific approach by a qualified economist to an accurate sizeup of the broadcasting industry, whose growth has been so rapid since its birth that its parents have hardly bethought themselves to count its progress by taking a census. Dr. Hettinger is now at work on other much-needed statistics, chief among them being scientific calculations of the amounts of local and other spot business being done by American radio stations. These figures, supplementing those gathered by the Radio Commission for the Senate last year and the monthly reports of network income, should do much toward enabling the industry to chart its seasonal and annual strides—happily forward at this time.

Reorganizing Regulation

IF TRENDS mean anything, it is just a question of time until the functions of the Radio Commission are merged with those of other Federal agencies regulating communications and rates. This may be accomplished by the creation of a Federal agency which will take over as a part of its duties those functions now conferred upon the Commission. It may be accomplished by a delegation of new and additional authority to the present organization. In either event the ultimate result will be the same. For more than four years legislative efforts have been made to that end. The next session of Congress may take definite action.

The advantages which would accrue from such a fusion are ably advanced by the Standing Committee on Communications in its report to the American Bar Association, covered elsewhere in this issue. John W. Guider, brilliant young Washington attorney, this year assumed the chairmanship of that committee, succeeding Louis G. Caldwell, former Commission general counsel, who became chairman of the newly created committee on administrative laws.

The Guider committee does not recommend outright the Radio Commission's demise and the assumption of its functions by an agency regulating all modes of wire and wireless communication. It does, however, emphasize that the division of authority now existing, particularly as it relates to rate-making for the public utility common carriers handling message traffic, is uneconomic, cumbersome and generally not in the public interest.

The report does not touch upon the possibility of rate-regulation of broadcasting by such a Commission. It is seriously to be doubted whether broadcasting, as an industry, is susceptible to rate regulation. Broadcasting stations are not common carriers for hire, like the message companies, open to all comers. That already has been held by the Interstate Commerce Commission in the Sta-Shine case of a year ago, which was dismissed on jurisdictional grounds.

We subscribe wholeheartedly to suggestion by the Guider committee that if a new Commission on Communications, with broad discretionary powers is created by Congress, the experiences gained by the existing regulatory bodies should not be ignored. In other words, it would be unwise, if not dangerous, to establish a new agency without including in its personnel those persons on the Radio Commission who already have proved themselves capable arbiters and administrators. Communications in general, and radio in particular, embrace so many technical, scientific, legal and economic problems that experienced and expert regulation is a prime essential.

The RADIO BOOK SHELF

THE FIRST of four sections of Market & Newspaper Statistics, Volume II, compiled under the direction of the Committee on Newspapers of the American Association of Advertising Agencies, has just been published, according to an announcement by Frederic R. Gamble, executive secretary of Association. Like the first volume, issued April 27, 1933, Volume II, is a compilation of data for guidance in placing advertising in newspapers, including figures on population, number of English reading families and income tax returns, circulation, local rates, national rates, lineage differential between local and national rates, and an estimate of circulation obtained through use of inducements. In Volume II new government figures are used for families, English reading and income tax returns. The purpose of these studies is to make more readily accessible and usable certain selected information regarding markets and newspapers in cities having over 100,000 population. One copy of Section A is being sent to each A. A. A. A. member's office and to each publisher represented in the study. Additional copies of Section A are available at $2.50 each.

THE FIRST full length mystery novel written directly for radio by Octavus Roy Cohen, "The Townsend Murder Mystery", has just been published in book form by D. Appleton-Century Co., New York; $2. The story was broadcast in serial form over NBC-WJZ network under sponsorship of Westinghouse. The book offers something new in mystery novels because of its unique conversational form.

THE STORY of the development of wireless is told by R. N. Vyvyan, who recently retired as chief engineer of the Marconi Company, in "Wireless Over Thirty Years" (George Routledge and Sons, Ltd., London, 8s. 6d). The book is written so as to interest the layman as well as the technician.

We Pay Our Respects to—

QUIN AUGUSTUS RYAN

THE PERFECT broadcaster, it is said, should have the training of a newspaperman, the talent of an actor, the background of an advertising man, the humor of a columnist, the ear of a musician and the finesse of an announcer. There you have Quin Augustus Ryan, manager of WGN, Chicago, and one of radio's best known figures.

Quin (born Quinlan) Ryan served his apprenticeship in practically every branch of both the newspaper and advertising fields before he invaded radio back in the days when it was known as "wireless". Although only 34 today, he has served successively as a reporter, actor, sports correspondent, magazine editor, advertising man, syndicate humorist, columnist, feature announcer and station manager.

Although the head of one of the country's largest stations, with the burdens of management weighing heavily on his shoulders, Ryan has never deserted the microphone. He still appears on regular programs and has a tremendous following throughout the middlewest, and he is still recognized as one of the country's king pin news and sports commentators.

Good looking, good natured and perpetually enthusiastic, Ryan is known as Quin to almost everybody in the WGN organization. He is different from the usual station manager. While recognized as a sharp business men, he is artist, first, last and always. His biggest thrill comes when he straddles a "mike" and talks to his audience, for Quin was weaned into radio on "mike juice."

Born in Chicago, Nov. 17, 1898, the firstborn of Judge Joseph E. Ryan, Quinlan divided his early education between Loyola Academy and the old Essanay motion picture studios, then in Chicago. His interests were early fixed on writing and acting. It was natural enough that upon his entry to Northwestern University with the class of 1920 he should engage in campus dramatics.

Quin soon became campus sports correspondent for the CHICAGO TRIBUNE, which later established WGN, at a modest salary. While writing sports he found time to contribute to B. L. T.'s famous column in the TRIBUNE. He "made" the column every day. Between times he was a book reviewer for the TRIBUNE. Incidentally, he found time to study.

While Quin was at college his father died, and the youth began supporting himself. He went to work as a full time reporter for the TRIBUNE on Christmas Day, 1917, while continuing his university course. Ryan tired of working nights at the TRIBUNE and succeeded in getting into the business survey department of the paper, and later into the advertising copy and art departments. In 1919, he started the TRIBUNE house organ and became its editor.

Always on his toes to originate and write, Ryan was selected by J. P. McEvoy as an assistant in writing verse, greeting cards and bright paragraphs to be syndicated over the country, while continuing with the TRIBUNE. Together they wrote "The Potters", long a syndicate favorite. Ryan also contributed a column to the CHICAGO JOURNAL OF COMMERCE, which was quoted in humor columns over the country. In 1922 he became a sports columnist with the CHICAGO HERALD AND EXAMINER. A few months later he created a copy and art department for that paper.

Ryan got his first real taste of radio in 1923 over WMAQ. He wrote the radio continuity for an hour's show, in verse. Later he became announcer, continuity writer, program director and manager of the station operated by the HERALD EXAMINER on a sharing basis with WLS. When the TRIBUNE bought WDAP and re-named it WGN in 1924, Ryan signed up as publicity man. He filled in on sports broadcasts and made a name for himself as a sports an-

(Continued on page 38)

PERSONAL NOTES

HERBERT L. PETTEY, secretary of the Federal Radio Commission, was one of the party of Democratic chieftans who flew from Washington to Kansas City Aug. 30 to address the annual convention of the Young Democratic Clubs of America. He was scheduled to address the convention on "What the Work of the Federal Radio Commission Means to Young Democrats."

WILLIAM S. PALEY, CBS president, and Mrs. Paley were scheduled to sail for Europe Aug. 30 for a month's vacation. Edward Klauber, executive vice president of CBS, has returned to New York following a month's vacation.

J. A. BARRY, former advertising manager of KEPW, Fort Smith, Ark., is now with the Pringle & Barry advertising and sales service, Fort Smith, which handles all the advertising of that station.

NAYLOR ROGERS, manager of KNX, Hollywood, visited Washington and New York during August. While in New York he conferred with officials of NBC.

WILLIAM PENNISTON, of the sales staff of KNX, Hollywood, has resigned to become sales manager of the Citrus Soap Co., Los Angeles national radio advertiser.

BORN, to Leo McMullen, commercial manager of KGIR, Butte, Mont., and Mrs. Mullen, twin boys, in August.

GAR YOUNG, of the sales promotion department of NBC in New York, and Mrs. Young are the parents of a daughter, Janna Curtin Young, born Aug. 22.

THE MARRIAGE of Richard L. Evans, production manager of KSL, Salt Lake City, was announced Aug. 20.

FRANK GALVIN has been named production manager of KTAB, San Francisco, succeeding Merle Matthews. He was promoted from announcer to new position. Earle Sanderson, formerly of KFWI, has replaced Galvin on the announcing staff.

C. L. MENSER, production manager of the NBC Chicago division, returned the middle of August from a nine-day stay in London, England, where he studied production methods of the British Broadcasting Corp.

A. S. FOSTER, commercial manager of WWL, New Orleans, has returned home after a business trip north, during which he visited the World's Fair.

CARL WESTER has been appointed assistant sales manager in the Chicago division of NBC.

NILES TRAMMELL, vice president and manager of the NBC Chicago division; Fred Weber, traffic manager, and Sidney Strotz, program manager, visited New York headquarters in August.

K. W. PIKE, who formerly operated an advertising agency at Modesto, Cal., has been named commercial manager of KFBK, Sacramento, Cal.

L. B. WILSON, president of WCKY, Covington, Ky., and Elmer H. Dressman, director continuity and publicity, comprise the NRA radio committee for Kenyon county. Joseph H. Dressman has resigned from the WCKY publicity staff to serve as publicity director for NRA in the same county.

THE DEATH of T. J. Driggers, formerly with KRLD, Dallas, and lately with the advertising department of the Lone Star Gas Co. of that city, is reported from Dallas.

M. H. AYLESWORTH, president of NBC and RKO was a luncheon guest at the White House Aug. 15.

BEHIND THE MICROPHONE

THOMAS F. SMITH, formerly with KJR, Seattle, has joined the announcing staff of KNX, Hollywood. David Ballou, who came to KNX from KGB and KFAC-KFVD, as a continuity writer, has been transferred to the program production staff of KNX.

BETTY JONES, former pianist and vocalist at WNBR, Memphis, has returned to the staff as hostess.

JOHN HEVERLY, announcer at KGIR, Butte, Mont., has announced his engagement to Miss Ruth Skillingstead, of Deer Lodge, Mont.

FREDERIC WILLIAM WILE will start his eleventh year on radio when he resumes his weekly talks on "The Political Situation in Washington Tonight" on CBS Sept. 16.

JOHN MAYO, former CBS announcer in New York, is now on the announcing staff of NBC in Washington.

BOB BENCE, chief announcer of KFRC, San Francisco, has been promoted to assistant production manager.

HELEN HANCOCK, director of morning programs on WOR, Newark, sailed for Europe in mid-August for a month's vacation.

BOB HOLT, announcer at KMOX, St. Louis, has been appointed assistant to Chief Announcer France Laux in charge of daytime studio operations.

BORN, to Ed Smith, announcer at WGN, Chicago, and Mrs. Smith, a son, Ronald Edward, on Aug. 9.

BURR McINTOSH, "cheerful philosopher" at KFAC, Los Angeles, has been given one of the lead roles in "Sweetheart of Sigma Chi", Monogram talkie.

CHAUNCEY PARSONS, formerly staff tenor in the NBC Chicago studios, has been transferred to the New York NBC studios.

ROGER KRUPP, onetime announcer at KFI, Los Angeles, but the last year with KTAB, Oakland, and NBC in San Francisco, has returned to his former KFI post.

FORREST BARNES, announcer at KMPC, Beverly Hills, Cal., has been promoted to program manager.

ELLIS FRAKES, thrice Atwater Kent audition winner in the Covington area, has been added to the vocal soloists of the Southern Symphonies, produced by WCKY, Covington, Ky., for the NBC-WJZ network.

BORN, to G. Donald Gray, announcer at KYA, San Francisco, and Mrs. Gray, a daughter.

BECAUSE of the expansion of personnel in line with the NRA, KGB, San Diego, Cal., has added Carlyle Steves to its announcing staff.

F. D. ANDERSON, of St. Louis, has joined the announcing staff of WHB, Kansas City, Mo.

EMILY NATHAN, former New York newspaper woman, has rejoined the press department of WOR, Newark.

MAE JONES, office secretary at KMPC, Beverly Hills, Cal., and Dick Smith, also of the station staff, were married early in August.

BUDDY MILLER has resigned as program director of WNOX, Knoxville, to enter the University of Tennessee Law School and has been succeeded by Fred Shepherd.

PAUL PIERCE, announcer at KFWB, Hollywood, was married in August to Mary Lea Gregory.

BONNIE BLUE, former blues singer at KRKD, Los Angeles, has joined staff of KFAC in the same city as continuity writer.

WHAS

In the Heart of the
MIDDLE WEST

CLEARED CHANNEL
•
CONTINUOUS TIME

Having served the listeners of Kentucky, Indiana, Illinois, Ohio and Tennessee for more than eleven years, WHAS, owned and operated by The Courier-Journal and The Louisville Times, occupies a position of unquestioned importance in the Middle West. Through it this section can be best covered at a minimum cost.

25,000 WATTS
820 KILOCYCLES — 365.6 METERS
Affiliated With Columbia Broadcasting System

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
17 E. 42d St., New York—Wrigley Bldg., Chicago—235 Montgomery St., San Francisco
General Motors Bldg., Detroit—Marietta St. Bldg., Atlanta

July Network Revenues Slump to $1,809,473

DROPPING again in July, gross revenues from time sales by NBC and CBS amounted to $1,809,473 as compared to $2,416,616 in July, 1932, according to National Advertising Records. The figure is the lowest for the year, bringing combined network revenues for the first seven months of 1933 to $17,063,839 as compared to $25,226,983 for the same period of last year.

The monthly report shows that NBC during July grossed $1,364,069 as compared to $1,825,433 in July, 1932, while CBS grossed $445,414 as compared to $591,183. The only classification showing an appreciable gain was lubricants and petroleum products, which represented $1,945,874 on the two networks as compared to $1,156,579 during July, 1932. Other gains were slight and seasonal, being only in the house furniture and furnishings, office equipment, radio, phonographs and musical instruments and travel and hotels classifications.

Oil Account Tests

SWAN-FINCH OIL Corp., New York (motor and machine oils) has undertaken a test series over WHAS, Louisville, featuring two 15-minute transcriptions of Billy Jones and Ernie Hare weekly for 13 weeks. Radio may be more widely used later as more dealer outlets are secured. J. P. Muller & Co., New York, handles account.

A MUZZLED CAT IS NO GOOD MOUSER
YE OLDE PROVERB
CARMIC

More than 200 "unmuzzled" advertisers are getting results through wise use of the three Des Moines Register and Tribune stations

KSO-*Des Moines*☆ KWCR-*Cedar Rapids*☆ WIAS-*Ottumwa*
Synchronized merchandising service on all three stations available to national advertisers
**Affiliated with N. B. C. Blue network 18 hours daily*

IN THE CONTROL ROOM

WOV, New York, announces the following changes in its engineering staff: R. E. Study has been appointed chief engineer, and C. W. Corbett, recently of CBS, has been made audio engineer. K. Neuwirth remains as transmission engineer.

KENNY TAYLOR has returned to the technical force of KMPC, Beverly Hills, Cal., after six months' absence.

HARRY MEYERS, head operator at KFWB, Hollywood, for several years, has been made chief engineer.

JIMMY HOOK has been added to technical staff of KFWB, Hollywood.

TWO OPERATORS have been added by WHAM, Rochester, to comply with NRA code. They are: Elmer Grabb and Donald Anderson. John J. Long, Jr., chief engineer, will return Sept. 1 after a month's illness.

FRED VOSSE and Graham Smithwich have been added to the staff of studio operators at WNBR, Memphis.

BOB MARTIN, formerly of the Department of Commerce radio division, is now chief engineer at KFPY, Spokane, Wash.

ALFRED C. BALLING, chief transmitter operator at WHAM, Rochester, is to be married Sept. 5 to Miss Carlece Fisher.

DAVID BAILEY, once with KTAR, Phoenix, and later in experimental work at La Mesa, Cal., is now a technician at KGB, San Diego. Milton Compson is the new technical director for the station.

L. E. BIAR, of Utica, Miss., has become chief engineer of KFYO, Lubbock, Tex.

P. I. MERRYMAN, operations supervisor Washington division, NBC, on Aug. 23 addressed the graduating class of the Capital Radio Engineering Institute, in Washington. His discussion was on the organization of network broadcasting.

"March of Time"

RETURN of the "March of Time" under new sponsorship, but with the editors of TIME MAGAZINE cooperating actively in its production along exactly the same lines as before, is announced by James H. Rand, Jr., chairman of the board of Remington Rand, Inc., Buffalo (office equipment and systems), the new sponsor. The series will start Oct. 6, occupying the same 8:30-9 p.m., EST, period that it formerly had on a nationwide CBS network. Remington Rand on Oct. 2 is also starting "Remington Cowboy" on coast-to-coast CBS network, Mondays, Wednesdays, and Fridays, 5:45-6 p.m., EST. Batten, Barton, Durstine & Osborn, New York, is handling the account for Remington Rand as it did for TIME.

WHOM Withdraws

CANCELLATION of the hearing scheduled for Aug. 22 on the application of WJSV, Alexandria, Va., for regular license to operate with a directional antenna, was ordered by the Radio Commission Aug. 15 upon the withdrawal of a protest previously filed by WHOM, Jersey City. The latter station had complained that the directional antenna caused interference in WHOM's service area.

The W·S·M MARKET is in the HEADLINES!

A Raise!

Nobody should need a research department to know that the South covered by WSM, *Nashville*, is on the up and up. The headlines tell it.

Tennessee Valley. Cotton. Textiles. Tobacco. As they climb, remember it is WSM's market that's climbing. These are a few of the items that translate themselves into rising income for the listeners who regularly tune in our 50,000-watt signal.

And do they tune in? Ask any one of the dozen sponsors who get cash response to their shows. They'll tell you how the mail pours in, bringing good old U. S. currency. They'll tell you how surprised they have been—these veteran buyers of radio time—at the amazing hold WSM has on a great circle that includes nearly three-quarters of America's buying power.

You get mighty wide coverage from WSM. But you pay only for the immediate WSM market—the South. The great manufacturing areas in the Lake region are velvet, our gift to you.

It's mighty shrewd to buy WSM, *Nashville*, but you don't have to be shrewd to do it. We have just one rate-card, and it goes as it reads for everybody.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

EDWARD PETRY AND COMPANY
Exclusive National Representatives
NEW YORK, CHICAGO, ATLANTA, SAN FRANCISCO

Cleared Channel **Unlimited Time**

WSM

NBC Affiliate **50,000 WATTS** **650 Kilocycles**

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CLEARED CHANNEL

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— YE OLDE PROVERB —
CARMUS

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KSO-*Des Moines*☆ KWCR-*Cedar Rapids*☆ WIAS-*Ottumwa*
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And do they tune in? Ask any one of the dozen sponsors who get cash response to their shows. They'll tell you how the mail pours in, bringing good old U. S. currency. They'll tell you how surprised they have been—these veteran buyers of radio time—at the amazing hold WSM has on a great circle that includes nearly three-quarters of America's buying power.

You get mighty wide coverage from WSM. But you pay only for the immediate WSM market—the South. The great manufacturing areas in the Lake region are velvet, our gift to you.

It's mighty shrewd to buy WSM, *Nashville,* but you don't have to be shrewd to do it. We have just one rate-card, and it goes as it reads for everybody.

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The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WOR, Newark: Daggett & Ramsdell Products, New York (toilet accessories) undecided program, 3 days weekly, 13 weeks, thru McCann-Erickson, New York; Patent Cereals Co., Geneva, N. Y. (Dic-a-Doo paint cleaner) 3 times weekly, 10 weeks, Moser & Cotine, New York; Pro-Phy-Lac-Tic Brush Co., Florence, Mass., 3 programs weekly, 13 weeks, Lambert & Feasley, New York; The Conley Co., Rochester, Minn. (Hemp Bodi-Massager) 2 programs weekly, 26 weeks, Harman-MacGinnis, St. Paul; C. Houston Goudiss, New York (food analysts) talks twice weekly, 13 weeks, renewal; Geo. W. Luft Co., Long Island City, N. Y. (Tangee cosmetics) 5 programs weekly, 10 weeks, SHB, New York; Wilkening Mfg. Co., Philadelphia (Pedrick piston rings) 2 programs weekly, 10 weeks, Behel & Waldie, Chicago; General Baking Co., New York (Bond Bread) 5 programs weekly, 13 weeks, Batten, Barton, Durstine & Osborn, New York; Remington Rand, Inc., New York (office equipment) 6 programs weekly, 13 weeks, Batten, Barton, Durstine & Osborn, New York; Buick-Olds-Pontiac Sales Co., Detroit, 3 programs weekly, 9 weeks, WBS, New York.

KOIN, Portland, Ore.: Union Pacific Stages, Portland, weekly 5-minute skit, 4 times, thru Ernest Bader, Omaha; Los Angeles Soap Co., Los Angeles (White King soap) transcription 5 mornings weekly, 20 weeks, Barnes, Campbell, Los Angeles; Buick-Olds-Pontiac Sales Co., Detroit, 2 announcements daily, 3 days, Campbell-Ewald Co., Detroit; Signal Oil Co., Los Angeles, "Tarzan" transcription, 3 nights weekly, 52 weeks, Logan & Stebbins Co., Los Angeles; Associated Oil Co., San Francisco, 3 announcements daily, 4 days, MacGregor & Sollie, San Francisco; Shell Oil Co., San Francisco, 1 announcement weekly, 52 weeks, KFRC, J. Walter Thompson, San Francisco; Acme White Lead Corp., New York (paint) transcriptions, SHB, New York; General Foods, New York, transcription 2 mornings weekly, 10 months, SHB, New York; Iodent Chemical Co., Detroit (Iodent toothpaste) transcription 3 nights weekly, 52 weeks, SHB, New York; United Remedies, Inc., Chicago (Kolar Bak) 6 announcements weekly, 52 weeks, SHB, New York.

WNAX, Yankton, S. D.: Northwestern Fuel Co., St. Paul, announcements 6 days weekly, 26 weeks, thru Critchfield Co., Minneapolis; Nash Coffee Co., Minneapolis, 1 transcription weekly, 26 weeks, Erwin-Wasey & Co.; Association of American Soap and Glycerine Producers, New York (GPA auto glycerine) announcements with weather reports, daily, 10 weeks, SHB and Newell-Emmett Co., New York; M. Born & Co., Chicago (tailored clothing) 5 days weekly, 11 weeks, First United Broadcasters, Chicago; F. H. Pfunder, Inc., Minneapolis (Pfunder's tablets) announcements twice daily, 6 days weekly, 1 month, McCord Co., Minneapolis; Sendol Co., Kansas City, Mo. (sedative) announcements 6 days weekly, 26 weeks, Hogan Advertising Co., Kansas City.

WEAF, New York: Hudson Motor Car Co., Detroit, started "1933 Terraplane Review" Wednesdays, 8:30-9 p.m., EDST, thru The Blackman Co., New York.

WFAA, Dallas: Continental Baking Co., New York (Wonder Bread) 2 announcements each Friday, 20 times, Batten, Barton, Durstine & Osborn, Chicago; Buick - Olds - Pontiac Sales Corp., Detroit (Pontiac) 5-minute transcription, 3 times weekly, 26 times, Campbell-Ewald Co., Detroit; Association of American Soap and Glycerine Producers, New York (GPA auto glycerine) weather reports daily except Sunday, 10 weeks, Newell-Emett, New York; Paris Medicine Co., St. Louis (Grove's Bromo Quinine) time signals daily, 26 weeks, Lambert & Feasley, New York; Thomas J. Lipton, Hoboken, N. J. (tea) 18 announcements, Lake - Spiro - Cohn, Memphis; Pro-Phy-Lac-Tic Brush Co., Florence, Mass., 13 announcements, Lambert & Feasley, New York; Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals) tie-in announcements with chain program, 5 days weekly, 20 weeks, direct; Proctor & Gamble, Cincinnati (Oxydol) transcription 3 days weekly, 4 weeks, Blackett-Sample-Hummert, Chicago; Walk-Over Shoe Co., Brockton, Mass., announcements 3 days weekly, 13 weeks, thru local dealer.

WBAL, Baltimore: Phillips Packing Co., Cambridge, Md. (canned goods) daily time service, indefinite period, handled direct; Crazy Water Hotel Company, Mineral Wells, Tex. (Crazy Crystals) announcements once weekly, 13 weeks, handled thru local agent; Crosse & Blackwell, Baltimore (canned goods) announcements twice weekly, 4 weeks, Van Sant, Dugdale & Co.; Association of Soap and American Glycerine Producers, New York (GPA auto glycerine) daily announcements, 10 weeks, Newell-Emett, New York; Great Atlantic & Pacific Tea Co., New York, 3 announcements weekly, 1 week, direct; 6 O'Clock Dessert Co., daily announcements, 4 weeks, Albert H. Dorsey, Philadelphia; American Oil Co., Baltimore (Amoco gas and oil) 3 announcements weekly, 4 weeks, Joseph Katz.

WHAM, Rochester: Rochester Journal, American Weekly transcriptions, once weekly, 13 weeks, General Broadcasting - Brunswick; Buick - Olds - Pontiac Sales Co., Detroit (Pontiac) 26 WBS transcriptions, thru Campbell-Ewald, Detroit; Hudson Motor Co., Detroit (Terraplane) Benjamin Moore & Co., New York (paint) 1 morning weekly, 13 weeks, renewal; Genesse Brewing Co., Rochester, once weekly, 13 weeks, John P. Smith, Inc.; New York State Fair Commission, WBS transcription once weekly, 5 weeks, R. G. Soule Co., Syracuse.

KOMO, Seattle: Proctor & Gamble, Cincinnati (Oxydol) 24 5-minute daytime and 12 5-minute evening transcriptions, thru WBS; Shell Oil Co., San Francisco, 23 announcements, MacGregor & Sollie, San Francisco.

KJR, Seattle: Chevrolet Motor Co., Detroit, 15 announcements, thru Campbell-Ewald, Detroit; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes) 13 100-word announcements, Lambert & Feasley, New York.

KGIR, Butte, Mont.: Corn Products Refining Co., New York (Kre-Mel) transcription daily except Sunday, 26 weeks, thru Hellwig, New York; Continental Automobile Co., Detroit, 4 announcements daily for 1 week, Grace & Holliday, Detroit.

KPO, San Francisco: Rumford Chemical Works, Rumford, R. I. (baking powder), 2 transcriptions weekly from Oct. 17, thru SHB.

WNOX, Knoxville: Continental Automobile Co., Detroit, 4 announcements daily, 6 days, thru SHB and Grace & Holliday, Detroit; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes) 3 announcements weekly, 4 weeks, Lambert & Feasley, New York; General Tire Co., Akron, renewal of daily announcements, 8 weeks, thru local distributor; Association of American Soap and Glycerine Producers, New York (GPA auto glycerine) 70 daily announcements, SHB and Newell-Emmett Co.; Oertels Brewing Co., Louisville (Oertels Beer) daily announcements on sports program, indefinite period, handled locally; Brushmann Brewing Co., Cincinnati (Brucks' Beer) daily announcements, 4 weeks, thru local distributor; Sears, Roebuck & Co., thru local branch, daily announcements, 6 weeks; Maytag Corp., Newton, Ia. (washing machines) announcements on women's program, daily for 4 weeks, thru local dealer; Buffalo Rock Co., Birmingham (ginger ale) 26 daily announcements, thru local dealer.

WDBJ, Roanoke, Va.: Hennafoam Corp., New York (shampoo) transcription once weekly, 26 weeks, thru Marben Advertising Corp., New York; Piel Brothers, New York (Piel beer) weekly transcription, 13 weeks, thru local distributor; Association of American Glycerine & Soap Producers Association, New York (GPA auto glycerine) weather reports 6 days weekly, 10 weeks, SHB; Wesson Oil & Snowdrift Sales Co., New Orleans, 8 announcements daily, 2 weeks, direct; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes) 3 announcements weekly, 13 weeks, Lambert & Feasley.

WNAC, Boston: Vita-Con Laboratories, Boston (health tablets) half hour program twice weekly, 13 weeks, thru Dowd & Ostreicher, Boston; Primrose House Sales Co., New York (face powder) 2-minute transcription 5 days weekly, 13 weeks, Erwin, Wasey & Co., New York; Kelsey-Highlands Nurseries, Boxford, Mass., weather reports, 4 days weekly, 52 times, renewal thru Harry M. Frost, Boston; Chevrolet Motor Co., Detroit, 6 announcements weekly, 15 times, Campbell-Ewald Co., Detroit.

WHBF, Rock Island, Ill.: Kaybee Stores, New York, daily announcements thru November, direct; Crescent Macaroni & Cracker Co., Davenport, Ia., 26 daily 15-minute studio programs; Diesel-Wemmer-Gilbert Corp., Lima, O. (DeLinda cigars) 5 announcements weekly for 5 weeks; Grunow Corp., Chicago (refrigerators) 13 15-minute studio programs thru local dealers.

KFI, Los Angeles: Bristol-Myers, New York (Francis Ingram beauty products) "Through the Looking Glass" once weekly, 52 weeks, thru Pedlar & Ryan and WBS; Crystal Corp., New York (Outdoor Girl beauty products) once weekly, 13 weeks, United Advertising Agency and WBS; J. W. Marrow Mfg. Co., Chicago (Mar-O-Oil shampoo) studio program 3 afternoons weekly, 52 weeks, Graham Hughes, Los Angeles; Crowell Publishing Co., New York (Woman's Home Companion) shopping talks, once weekly, 52 weeks, Geyer, Co., New York.

REX COLE, Inc., New York (G. E. merchandise) has renewed "Rex Cole Mountaineers" on WEAF, New York, Mondays to Fridays inclusive, thru Maxon, Inc., New York.

WJDX, Jackson, Miss.: Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals) transcription 3 days weekly, 13 weeks, thru H. M. Williams, Birmingham, Ala.; Illinois Central Railroad, Chicago, 3 announcements weekly, 2 weeks, WBS, Chicago; Kerr Glass & Mfg. Co., Sand Springs, Okla. (Kerr glass and jars) announcements 3 days weekly, 26 weeks, Roger-Gano Advertising Agency, Tulsa, Okla.; Plough Chemical Co., Memphis (St. Joseph aspirin, Penetro) announcements 6 days weekly, 52 weeks, SHB, New York; Norge Refrigerator Co., Detroit, transcriptions 3 days weekly, 13 weeks, thru local dealer; Commercial Appeal Publishing Co., Memphis (newspaper) 1 announcement weekly, 10 weeks, direct; Goodrich Tire & Rubber Co., Akron, transcription program over Labor Day week-end, thru local dealer; Chrysler Sales Corp., New York (Plymouth) 13 transcription programs, SHB, New York; Pro-Phy-Lac-Tic Brush Co., Florence, Mass., 13 announcements, Lambert & Feasley, New York.

WBAP, Fort Worth: Bulova Watch Co., New York, time signals 3 times daily, 26 weeks, thru Biow Co., New York; Montgomery Ward Co., Chicago (mail order house) fur talks once weekly, 9 weeks, Neisser-Meyerhoff, Chicago; Thomas J. Lipton, Inc., Hoboken, N. J. (tea) 18 announcements, Lake-Spiro-Cohn, Memphis; Germanica Tea Co., Minneapolis, daily except Sunday announcements, 52 weeks, Heath-Leehof, Chicago; Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Crystals) tie-in announcements with chain program, direct; Sears, Roebuck & Co., Chicago, fur talk once weekly, 13 weeks, Neisser-Meyerhoff, Chicago.

KYW, Chicago: Minneapolis-Honeywell Regulator Co., Minneapolis, Minn. (temperature controls) weather reports daily beginning Oct. 2, indefinite period, thru Advertising Co., Toledo, and SHB; Puffles Distributing Co., Chicago (food products) 15-minute period weekly, 13 weeks, and Uncle Bob Reading the Comics 1 hour each Sunday for 13 weeks, handled direct.

KMOX, St. Louis, claims to have signed the first local beer account in Schott Brewing Co., East St. Louis (Highland Beer) which will sponsor a 15-minute variety show before each baseball broadcast.

WLS, Chicago: Collingbourne Mills, Elgin, Ill., chats on needlework in Martha Crane's Wednesday Homemaker's Hour, beginning Sept. 13, thru Rogers and Smith, Buick-Olds-Pontiac Sales Corp., Detroit, 26 5-minute transcriptions, 3 days weekly, thru WBS and Campbell-Ewald, Detroit.

WBZ-WBZA, Boston: Buick-Olds-Pontiac Sales Co., Detroit, 26 5-minute transcriptions, thru WBS; George C. Frye Co., Portland, Me., shopping service and weather reports, John W. Queen, Boston; Sun-Rayed Co., Frankfort, Ind., renewal in Home Forum Cooking School, thru Chambers & Wiswell, Boston; Florence Stove Co., Gardner, Mass., two participations weekly in barn dance, thru Wm. B. Remington, Inc., Springfield, Mass.

WMAQ, Chicago: Lumberman's Mutual Casualty Co., Chicago (auto insurance) daily announcements, Aug. 8 to Sept. 23, thru Doremus & Co., Chicago; Chevrolet Motor Co., Detroit, daily announcements, Aug. 14 to 30.

KPO, San Francisco: S. O. S., Chicago (pan cleaner) 5-minute announcements daily, Aug. 10 to 31, thru Henri, Hurst & McDonald, Chicago, and SHB.

SEARS ROEBUCK & Co., Chicago, will sponsor two and four-minute fur talks on Tuesdays and Fridays on KGA, Spokane, and KDKA, Pittsburgh, Nov. 6 through Feb. 2, thru Niesser-Meyerhoff, Chicago.

XUM

Facts:

Complete facts about the radio stations listed below are no further than a local telephone call, in New York or Chicago. DEFINITE information on the size of their audiences . . . their services . . . their "open time" . . . and their rates. The value of these stations is measured by their performance: each station is a key network outlet in its territory. And, with the exception of the Don Lee Pacific Coast Unit, they are owned and operated by the COLUMBIA BROADCASTING SYSTEM.

RADIO SALES INC.

NEW YORK - 485 Madison Avenue
(Wickersham 2-2000)
CHICAGO - 410 N. Michigan Avenue
(Whitehall 6000)

WABC	NEW YORK CITY, 50,000 WATTS
WBBM	CHICAGO, 25,000 WATTS
KMOX	ST. LOUIS, 50,000 WATTS
WCCO	MINN'PLS.-ST. PAUL, 50,000 WATTS
WJSV	WASHINGTON, 10,000 WATTS
WKRC	CINCINNATI, 1,000 WATTS
WBT	CHARLOTTE, 25,000 WATTS
WPG	ATLANTIC CITY, 5,000 WATTS
DON LEE	PACIFIC COAST UNIT

A NEW SERVICE
J. H. NEEBE CO.

BROADCASTING
COUNSELORS
GENERAL MOTORS BLDG.
DETROIT

Programs
(on discs or over wires—local or national)
Sales Promotion Plans
Radio Advertising Ideas

IF you want to reach the farmer with a circulation bonus in some big town areas, let me show you how to harness 878,500 watts of power to your sales message at an amazingly low cost per listener.

Joeneebe

CONSULTATION WITHOUT OBLIGATION

WBBM, Chicago: Sleepy Water Co., Hot Springs, Ark. (mineral crystals) 3 15-minute evening periods weekly for 13 weeks, using Harriet Cruise and male quartet, thru United Advertising Co., Chicago; Reo Motor Car Co., Lansing, Mich., daily announcements for 26 times, Maxon, Inc., Detroit; Pise Co., Warren, Pa. (proprietary) daily evening announcement for 26 weeks from Nov. 1, Stack-Goble, Chicago; United Remedies, Inc., Chicago, (Hollywood Pomegranate juice) Harry Steele's news period daily, from Aug. 14, indefinite period, thru Heath-Seehof, Chicago.

KDKA, Pittsburgh: Mantle Lamp Co., Chicago, daily 30-minute period in musical clock from Sept. 25 for 9 weeks; direct; Collingbourne Mills, Elgin, Ill. (yarns) 5-minute afternoon, 4 days a week, Sept. 14 to Nov. 2, thru Rogers & Smith, Chicago.

WTAM, Cleveland: S. O. S., Chicago (pan cleaner) 5-minute announcements 3 days weekly, Aug. 14 to Sept. 25, thru Henri, Hurst & McDonald, Chicago, and SHB.

WHB, Kansas City, Mo.: Knox Chemical Co., Kansas City (Diotex and Cystex) "Behind the Headlines", 13 weeks, thru Dillon & Kirk; Association of American Soap & Glycerine Producers, New York (GPA auto glycerine) 2 announcements daily for 10 weeks, beginning in October, Newell-Emmett, New York.

WENR, Chicago: Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (brushes) announcements 3 days a week, Oct. 2 to 30, thru Lambert & Feasley, N. Y.

TODDY, Inc., New York (food drink) is undertaking a new spot series in September, beginning with the "Open Sesame" programs done by Joachim, star of Rajput, on WOR, Newark. Gotham Advertising Co., New York, handles account.

IN ST. LOUIS
IT IS
KSD

A recent survey shows that more listeners prefer KSD programs than those of any other St. Louis Broadcasting Station.

A copy of this interesting and authoritative survey will be mailed without obligation to any interested advertiser or agency.

Address:
Station KSD—The St. Louis Post-Dispatch
Post-Dispatch Building, St. Louis, Mo.

NETWORK ACCOUNTS

BORDEN SALES Co., New York (Eagle Brand milk) on Sept. 7 starts "Magic Moments," with Vee Lawnhurst and Muriel Pollock, piano team, Walter Scanlon, Marcella Shields and Jane Ellison, Borden cookery expert, over 32 NBC-WJZ stations, Thursdays, 9:45-10 a.m., EST. Same sponsor (None-Such mincemeat) on Oct. 6 starts "Pair of Pianos and Rhythm Rascals," piano duet, male trio and woman speaker, over 11 NBC-KGO stations, Fridays, 11:30-11:45 a.m. PST. On Sept. 6 and thereafter the Borden program "Jane Ellison Entertains" will be heard on Wednesdays, 11:30-11:45 a.m., PST, instead of Fridays, over 7 NBC-KGO stations. Agency: Young & Rubicam, N. Y.

RALSTON PURINA Co., St. Louis (cereal) on Sept. 25 starts "Tom Mix Children's Program" on 14 basic NBC-WEAF stations, Mondays, Wednesdays and Fridays, 5:30-5:45 p.m., EST, with repeat for WMAQ, KSD, WTMJ, WIBA, KSTP and WEBC at 6:30-6:45 p.m., EST. Same sponsor (Ry-Krisp) on Sept. 26 starts new program, title not announced, on 17 basic NBC-WEAF stations, plus KOA, KDYL, WTMJ, WIBA, WEBC, KSTP and NBC-KGO network, Tuesdays, 10:30-10:45 p.m., EST. Agency: Gardner Advertising Co., New York.

STANDARD BRANDS, Inc., New York (Fleischmann's yeast for bread) on Jan. 7, 1934, starts "Great Moments in History" on the basic NBC-WJZ network (except WSYR) plus NW, SE (except WIS), SC, SW (except KTBS, KOA, KDYL, KTAR) and NBC-KGO network, Sundays, 7:30-8 p.m., EST. Agency: J. Walter Thompson Co., New York.

REMINGTON-RAND, Inc., Buffalo, N. Y. (office equipment) has signed 13-week contract to sponsor "March of Time" starting Oct. 6 on 37 CBS stations, Fridays, 8:30-9 p.m. Same sponsor on Oct. 2 starts "Remington Cowboy" on coast-to-coast CBS network, Mondays, Wednesdays and Fridays, 5:45-6 p.m., EST. Agency: Batten, Barton, Durstine & Osborne, New York.

ANDREW JERGENS Co., Cincinnati (Jergen's lotion) on Sept. 3 starts Walter Winchell, columnist, on an NBC-WJZ network, Sundays, 8:30-8:45 p.m., EST, with repeat for NBC-KGO network on Sundays, 11:15-11:30 p.m., EST, starting Nov. 5. Agency: J. Walter Thompson Co., New York.

SEALED POWER Corp., Muskegon, Mich. (piston rings) on Oct. 30 starts "Sealed Power Sideshow," with Cliff Soubier, barker, the Morin Sisters, King's Jesters and Harold Stokes' orchestra, over 36 NBC-WJZ stations, Mondays, 8-8:30 p.m., EST, with repeat for 11 NBC-KGO stations same night at 12-12:30 midnight. Agency: Grace & Holliday, Detroit.

VADSCO SALES Corp., New York (Djer Kiss perfume) on Sept. 13 starts "The Djer Kiss Recital with Cyrena Can Gordon" on special hookup of WJZ, WBAL and WMAL, Wednesdays, 6:30-6:45 p.m., EST. Agency: L. H. Hartman Co., New York.

GENERAL FOODS Corp., New York (Jello) on Sept. 25 starts "Wizard of Oz" on 24 NBC-WEAF stations (with WOC-WHO added Oct. 2), Mondays, Wednesdays and Fridays, 5:45-6 p.m., EST. Agency: Young & Rubicam, N. Y.

BOURJOIS, Inc., New York, on Sept. 11 renews its "Evening in Paris" programs with Nat Shilkret's orchestra and Agnes Moorehead, comedian, on 18 CBS stations, Mondays, 8:15-8:30 p.m., EST, 52 weeks. Agency: Redfield-Coupe, New York.

PILLSBURY FLOUR MILLS, Minneapolis, on Sept. 11 starts "Today's Children" on NBC network after test campaign on WMAQ, daily except Saturday and Sundays, 11:30-11:45 a.m., CST. Agency: The Hutchinson Co., Minneapolis.

R. B. DAVIS Co., Hoboken, N. J. (baking powder) on Oct. 3 starts "The Mystery Chef" over 10 basic CBS stations, Tuesdays and Thursdays, 9:45-10 a.m., EST, 26 weeks. Same sponsor on same date starts "Buck Rogers in the Year 2433" over 15 CBS stations, Mondays, Tuesdays, Wednesdays and Thursdays 6-6:15 p.m., EST, with repeat for 5 other stations at 7:30 p.m., EST. Agency: Ruthrauff & Ryan, New York.

THE EX LAX Co., Brooklyn, on Sept. 25 starts a musical program, with Isham Jones orchestra, over 44 CBS stations, Mondays, 9:30-10 p.m., EST, 39 weeks. Agency: The Joseph Katz Co., New York.

CHAPPEL BROS., Rockford, Ill. (Ken-L Ration dog food) on Oct. 15 starts "Rin-Tin-Tin Thriller" on 15 basic CBS stations, Sundays, 7:45-8 p.m., EST, 52 weeks. Agency: Rogers & Smith, Chicago.

NATIONAL OIL PRODUCTS Co., Harrison, N. J. (Admiracion shampoo) on Sept. 15 starts Big Freddy Miller on 22 basis CBS stations, Tuesdays and Fridays, 11:15-11:30 a.m., EST, 26 weeks. Agency: Charles Dallas Reach, Newark.

DAIRYMAN'S LEAGUE COOPERATIVE ASS'N, New York, on Aug. 10 started Dr. Royal S. Copeland over a special network of New York State CBS stations, Wednesdays, Thursdays and Saturdays, 7:15-7:30 p.m., EST; Fridays, 8:15-8:30 p.m.; Tuesdays, 6:15-7 p.m., and Sundays, 6-6:15 p.m. Agency: Van Sant, Dugdale & Corner, Syracuse, N. Y.

CLIMALENE Co., Canton, O. (Climalene water softener) on Sept. 5 starts Cheri McKay, Merry-Macs and two piano team over a special NBC network including WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, WOC-WHO, WOW and WDAF, Tuesdays and Thursdays, 12 noon-12:15 p.m. Agency: W. S. Hill, Inc., Pittsburgh.

JOHNS-MANVILLE, Inc., New York (insulating, roofing, flooring, etc.) on Sept. 25 starts Floyd Gibbons and Victor Young's orchestra on 32 NBC-WEAF stations, 8:30-9 p.m., EST, with repeat for 6 NBC-KGO stations at 12-12:15 midnight. Agency: J. Walter Thompson Co., New York.

REAL SILK HOSIERY MILLS, Indianapolis, on Sept. 10 starts dance orchestra and talent, still undecided, on basic NBC-WJZ network, plus WSM, WSB, WJDX, WSMB, WKY, WBAP, KPRC, WOAI, KTHS, KOA, KDYL and the NBC-KGO and NW networks, Sundays, 6-6:30 p.m., EST. Erwin, Wasey & Co., Chicago, handles account.

DELAWARE, LACKAWANNA AND WESTERN COAL Co., New York (Blue Coal) on Oct. 1 starts orchestra, comedy team and vocalist to be selected on 11 eastern NBC-WEAF stations, Sundays, 7-7:30 p.m., EST. Agency: Ruthrauff & Ryan, New York.

CARNATION Co., Milwaukee (evaporated milk) on Oct. 2 renews "Carnation Contented Program," with Morgan Eastman's orchestra, Carnation Quartet, Gene Arnold and the Lullaby Lady, over 42 NBC-WEAF stations and supplements, Mondays, 10-10:30 p.m., EST. Agency: Erwin, Wasey & Co., Chicago.

ARMOUR & Co., Chicago (meat packers) on Sept. 22 renews its program on 36 NBC-WJZ stations and supplements, Fridays, 8:30-9 p.m., EST, with repeat for 5 NBC-KGO stations on Sept. 22 only at 1:15-1:45 a.m., EST. After Sept. 29 broadcast will be 9:30-10 p.m., EST. Agency: N. W. Ayer & Son, Philadelphia.

SWIFT & Co., Chicago (meats) on Sept. 27 starts a new program, time and title not announced, on the basic NBC-WEAF network. Agency: J. Walter Thompson Co., Chicago.

PREMIER-PABST Sales Co., Chicago (Blue Ribbon Malt and beer) on Sept. 12 renews Ben Bernie and orchestra on 35 NBC-WEAF stations and supplements, Tuesdays, 8-9 p.m., EST, with repeat for 5 NBC-KGO stations at 11-11:30 p.m., EST. Agency: Matteson-Fogarty-Jordan, Inc., Chicago.

CALIFORNIA PACKING Corp., San Francisco (Del Monte Ortho-Cut coffee and foods) on Sept. 25 starts the "Del Monte Ship of Joy," with Hugh Barrett Dobbs as master of ceremonies and guest artists, over 31 NBC-WEAF stations, Mondays, 9:30-10 p.m., EST. Agency: McCann-Erickson Co., San Francisco.

SPERRY FLOUR Co., San Francisco (cereals) on Aug. 8 resumed its spot in the Woman's Magazine of the Air on the NBC-KGO network plus KFSD and KTAR, alternate Tuesdays of each month, 10:30-10:40 a.m., PST. Agency: Westco Advertising Agency, San Francisco.

SUSSMAN, WORMSER & Co., San Francisco, on Sept. 3 starts "Do You Believe in Ghosts," with Harold Burdick in talk and dramatization, over KGO, KOMO, KGW and KFI, Thursdays, 7:15-7:30 p.m., PST, and Sundays, 9-9:15 p.m., PST. Agency: Vincent Leahy, San Francisco.

SMITH BROTHERS, Poughkeepsie, N. Y. (cough drops) on Oct. 3 starts "Trade and Mark," Billy Hillpot and Scrappy Lambert and small orchestra, over 17 NBC-WJZ stations, Tuesdays, 8:45-9 p.m., EST. Agency: Hommann, Tarcher & Sheldon, New York.

C. F. MUELLER Co., Jersey City, N. J. (macaroni and spaghetti) on Sept. 13 renews "Bill and Ginger" on 12 CBS stations, Mondays, Wednesdays and Fridays, 9:15-9:30 a.m., EST. Agency: E. W. Hellwig Co., N. Y.

STUDEBAKER SALES Corp., South Bend, Ind. (motor cars) on Sept. 23 starts a special series of six consecutive broadcasts over 29 CBS stations plus Don Lee network; first program, Sept. 23, features Bing Crosby and Raymond Paige's orchestra from Los Angeles; second program, Sept. 24, Ethel Barrymore; third program, Sept. 25, Morton Downey; fourth, Sept. 26, Willie and Eugene Howard; fifth, Sept. 27, Ruth Etting and Raymond Paige's orchestra, and final, Sept. 28, all previous stars. Time for first five programs is 9:15-9:30 p.m., but Sept. 28 one-hour program will be 9:15-10:15 p.m. Final program will be carried by 40 stations plus Don Lee. Agency: Roches, Williams & Cunnyngham, Chicago.

SUPPLEMENTS and changes reported by CBS: Cream of Wheat Corp. account reported in Aug. 15 issue of BROADCASTING will feature Angelo Patri; Wasey Products starting Sept. 11 has added Detroit and changed time of Wednesday evening program to 8:30-8:45 p.m.; Centaur Co. starting Oct. 4 will add Canadian stations; Gold Dust Corp. on Sept. 6 adds 12 stations, on Aug. 14 having added WMAS; Acme White Lead Works on Sept. 10 adds WCAU, originating program at WKRC; P. Lorillard Co. (Old Gold) on Aug. 23 added WACO; Corn Products Refining Co. has signed Nino Martini for its one-hour Linit "Bath Club Review" series.

PILLSBURY FLOUR Co., Minneapolis, on Sept. 11 starts program, listing undecided, on 22 CBS stations from WCCO, Mondays, Wednesdays and Fridays, 10-10:15 a.m., EST, 39 weeks. Agency: Hutchinson Advertising Co., Minneapolis.

SWIFT & Co., Chicago (packers) on Oct. 6 starts Olsen and Johnson, comedy team, on CBS network, 10-10:30 p.m., EST, 52 weeks. Agency: J. Walter Thompson Co., Chicago.

RCA VICTOR Co., Camden, N. J. (radio tubes) has extended its 13-week series featuring Louis Howe, President Roosevelt's secretary, and Walter Trumbull, Sundays, 9-9:15 p.m., EST, on NBC-WEAF network to include Sept. 3, 10, 17 and 24. Agency: Lord & Thomas, New York.

BEECH-NUT PACKING Co., Canajoharie, N. Y. (confections and foods) on Sept. 25 starts "Red"' Davis, Story of a Real Boy, on 10 NBC-WJZ stations, Mondays, Wednesdays and Fridays, 8:45-9 p.m., EST. Agency: McCann-Erickson, New York.

JEDDO-HIGHLAND COAL Co., Jeddo, Pa., on Sept. 14 starts series of dramatizations of classical stories on an NBC-WJZ network, Thursdays, Fridays and Saturdays, 6:15-6:30 p.m., EST. Agency: N. W. Ayer & Son, Philadelphia.

BRILLO MFG. Co., Brooklyn, N. Y. (utensil cleanser) on Oct. 1 starts Tito Guizar and the Three Brillo Harps over 6 CBS stations, Sundays, 11:45 a.m. to 12 noon, EST. Agency: Frank Presbrey & Co., New York.

GULF REFINING Co., Pittsburgh, on Oct. 27 renews Irvin S. Cobb on 44 CBS stations, Wednesdays and Fridays, 9-9:15 p.m., EST. Agency: Cecil, Warwick & Cecil, New York.

PROSPECTS

DELRAY Corp., San Francisco, inaugurated an advertising campaign late in August to publicize a new line of labels and several food products. Newspapers and radio were to be used. J. Walter Thompson Co., San Francisco, is handling account.

THE SMITHEREEN Co., Chicago (insecticides) is releasing a radio and trade paper campaign thru Shields & Vanden, Inc., Chicago.

NATIONAL CARBON Co., New York (Eveready Prestone) is undertaking a radio spot campaign for the fall and winter. Account is handled by N. W. Ayer & Son, Philadelphia.

GRIESEDIECK-WESTERN BREWERY Co., Belleville, Ill. (Stag beer) will use radio in a campaign to be handled by Nelson Chesman & Co., St. Louis.

J. T. ROBERTSON MFG. Co., Syracuse, N. Y. (soaps) will use radio and newspapers in a campaign to be handled by Stewart, Hanford & Frohman, Inc., Rochester, N. Y.

CORBEN CORP., Pasadena., Cal., manufacturers of Ant Stik, announces it will soon launch a national campaign including radio.

AGAR RESEARCH CORP., 729 Seward St., Los Angeles, will use radio in national distribution of its products to drug and health stores. Dake-Johanet agency, Los Angeles, handles account.

JOHN F. JELKE Co., Chicago (Good Luck food products) makes up lists during September, using radio and other media. Advertising is placed by Blackett-Sample-Hummert, Chicago.

DAWSON'S BREWERY, New Bedford, Mass. (Diamond Ale) will use radio with newspapers and billboards in campaign handled by the Harry M. Frost Co., Boston agency.

HALITOSIN Co., St. Louis (antiseptic) has appointed Jimm Daugherty, Inc., St. Louis agency, to handle its advertising and is using radio in various cities.

THE E. W. ROSE Co., Cleveland (Zemo) makes up lists during September, using radio and other media with an advertising appropriation of $175,000. Account is handled by Erwin, Wasey & Co., New York.

WSB

LAMBDIN KAY
Gen. Manager

FULL TIME
CLEAR CHANNEL

THE VOICE OF THE SOUTH
Announces
50,000
WATTS
THE ATLANTA JOURNAL
ATLANTA, GA.

"The Journal Covers Dixie Like The Dew"

Exclusive National Representatives:
EDWARD PETRY & CO.
ATLANTA NEW YORK CHICAGO DETROIT SAN FRANCISCO

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

I. L. DONNELLY, West Point graduate, who formerly was on the national advertising staff of the Scripps-Howard Newspapers and later with Barron Collier's Chicago office, has been added to the sales staff of Scott Howe Bowen, Inc., New York. Dominick Hastriter has rejoined Scott Howe Bowen and has been assigned to the Detroit territory, with offices in the Fisher Bldg. there.

JAMES M. CLEARY, at one time with WGN and the CHICAGO TRIBUNE, has been appointed vice president of Roche, Williams & Cunnyngham, Inc., Chicago agency. He left the White Co., Cleveland, to join the agency, and formerly also was with the Studebaker Corp. as advertising manager.

RUTH ZIEV, former radio director of the Brandies agency in Omaha, has joined the staff of Aubrey, Moore & Wallace, Inc., Chicago.

RADIO STATION REPRESENTATIVES
Walter Biddick Co.
568 Chamber of Commerce Bldg., Los Angeles
577 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle

BYRNE BAUER, formerly vice president of the Harold D. Frazee agency, New York, and later with the Proprietary Radio Service, New York, has been appointed advertising manager of the House of Eden, Inc., New York.

SHERMAN ROGERS, formerly with the Paris office of Erwin, Wasey & Co. and lately head of his own business, is now radio and publicity director of Fertig, Slavitt & Gaffney, New York.

JOHN S. MARTIN, formerly with WINS, New York, is now heading the radio department of the H. E. Lesan Advertising Agency, New York.

RICHARD WEIL has been appointed assistant radio production manager of the San Francisco office of J. Walter Thompson Co.

PAUL H. RAYMER, radio station representative, has opened a new special representative service which he called "Radio Stations Branch Offices" at 205 East 42nd St., New York.

GEORGE J. PODEYN, formerly with the sales department of NBC in New York and onetime manager of radio for Batten, Barton, Durstine & Osborn, has joined Street & Finney, Inc., New York agency, as an account executive.

THOMAS HARRINGTON, casting director in the radio department of Batten, Barton, Durstine & Osborn, New York, has resigned to join the radio staff of Young & Rubicam, New York.

TOWERING TO New HEIGHTS
Daily, KMBC is demonstrating its ability to produce effective results for the advertiser in this rich territory which truly represents a cross-section of America's Markets.
These advertisers have recently used KMBC to test National programs:
Iodent Chemical Co.
(Iodent Tooth Paste)
"BLACK & BLUE"
The H. J. Heinz Co.
(Heinz Rice Flakes)
"TARZAN of the APES"
Richard Hudnut Sales Co.
(Marvelous Face Powder)
"MARVELOUS MELODIES"
Johnson & Johnson
(J & J Products)
"GROWIN' UP"

Installing the newest, most advanced transmitting equipment in America, and incorporating features in self-supporting vertical antenna design not heretofore used in broadcasting stations—KMBC intensifies its coverage of the Kansas City Market Area.

Here, Retail Sales are the Highest in U.S.A.—$488 per capita (National average $250). KMBC reaches this diversified market with consistently better programs—plus "AA"—Audience Appreciation!

MIDLAND BROADCASTING COMPANY
KANSAS CITY, MO. New York Office, 17 E. 49th St. Phone Eldorado 5-5070

EDWIN M. STILLWELL, former chief examiner of the San Francisco branch of the Regional Agricultural Credit Corp., Salt Lake City, has been appointed general manager in charge of advertising of the United Prune Growers of California, San Francisco, which has increased its advertising appropriation to $400,000 and includes radio in media to be used. Norton W. Mogge is advertising manager. Lord & Thomas, San Francisco, handles account.

PENNZOIL Co., Oil City, Pa. (oil and gas) has appointed Ruthrauff & Ryan, New York, to handle its advertising.

FISHER BODY Corp., Detroit, announces the appointment of Erwin, Wasey & Co., New York, to handle its advertising, effective at once.

BRISTOL-MYERS Co., New York, has appointed the Thompson-Koch Co., Cincinnati, to handle the advertising of Ingram's Milkweed Cream, Ingram's Shaving Cream and Sal Hepatica.

THE FIDELIO Brewery, New York, has appointed J. Walter Thompson Co., New York, to handle its advertising.

FISHER BODY Corp., Detroit, has placed its advertising with Erwin, Wasey & Co., New York.

ALBERT B. FISHER and Co. has succeeded the Fisher-Kyle Co., 3875 Wilshire Blvd., Los Angeles. New firm will continue in the radio advertising agency field.

SEATTLE office of Walter Biddick Co., Los Angeles station representatives, has been opened at 3326 Stuart Bldg.

PHILCO RADIO & Television Corp., Philadelphia, has appointed Western Agency, Inc., Seattle, to handle its account in northern California and Pacific northwest.

WILLIAM SKINNER & Sons, New York (silks, satins, crepes) has appointed Williams & Saylor, New York, to handle its account.

HOUSE OF EDEN, Inc., New York (Eden's Wave Liquid Dry Shampoo) has appointed Howland, Oliphant & McIntyre, 1270 Sixth Avenue, New York, to handle its advertising.

TRANSCRIPTIONS

MIRACLE DIAMONDS CORP., Ezra Thompson Bldg., Salt Lake City, has gone into production at the Hollywood sound studios of Freeman Lang with transcription series called "Miracle Diamonds" and depicting episodes in which diamonds play an important part. Olive Gould, drama coach at KDYL, Salt Lake, directed the series and used artists from various Los Angeles stations. Sponsor's product is a saline salts found in Utah in its natural state. Southwest will be used for test campaign some time in September with national distribution later. Account at present handled direct, but a Salt Lake agency will probably undertake later campaign.

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of BROADCASTING: Elizabeth Arden, New York (beauty preparations); S. O. S. Co., Chicago (cleanser); White King Soap Co., Los Angeles.

RADIOART Guild of America, Los Angeles transcription producers for sponsors and agencies, late in August began to make sustaining features for studio presentations. September projected release list includes 15-minute series under four captions: Orientale, Builders, Master Muses and Wandering Gypsies.

Geyer and Paul Cornell Agencies Merge in N. Y.; Both Prominent in Radio

Mr. Geyer

MERGER of the Geyer Co., New York and Dayton agency, with the Paul Cornell Co., New York, was announced Aug. 24 in a joint statement by B. B. Geyer and Paul Cornell. The combined agencies, both of which have been prominent in radio, will be known as the Geyer-Cornell Co., will have headquarters at 580 Fifth Ave., New York, with the Geyer unit retaining offices in the Third National Bank Bldg., Dayton.

Mr. Cornell

Changes in economic conditions led to the consolidation, the statement said. Complete agency organizations will be maintained both in New York and Dayton, but the joint agency will take over their respective accounts.

The Geyer agency is perhaps best known for its Frigidaire campaigns. Its radio accounts have included Crowell Publishing Co., Dayton Rubber Mfg. Co., Faraday Refrigerator Corp., and Lowe Bros. Co. The Cornell agency is currently handling the network campaigns of Richfield Oil Corp. and Spool Cotton Co.

Commission Terminates Short Broadcast Day Allowed In Depression

WITHOUT explaining its reasons, the Radio Commission on Aug. 22 rescinded its "depression" order which allowed stations, upon proper application, to operate less than the minimum of two-thirds of their licensed hours. Nearly two score stations which have taken advantage of the relaxed regulation, will be permitted to continue their curtailed schedules until their authorizations expire, but in no event beyond Nov. 1.

The Commission made clear that no new applications for operation on curtailed schedules will be considered. It is presumed that the action was taken to support the federal reemployment campaign.

The "broadcast day" regulation requires each station to maintain a minimum regular operating schedule of two-thirds of its authorized hours, excepting Sundays. In relaxing the regulation last March, the Commission said the action was taken "in view of the present financial and economic situation." Most of the stations which have taken advantage of the order are educational and religious outlets, and local commercials in small communities.

McCOY'S LABORATORIES, New York, has appointed Peck Advertising Agency, New York, to handle the advertising of McCoy's liver tablets.

PROGRAMS

Via WIDE RANGE

VERTICAL RECORDING

Station Manager!—Write for the facts about the new WORLD SUSTAINING PROGRAM SERVICE. Three thousand (3000) numbers. 8 hours a day. Greatest radio talent. Every type of music. Popular up-to-the-minute hits from Broadway and Hollywood. Ideal for local sponsorship. Programs recorded by Western Electric Vertical Wide Range Recording—just perfected by the Bell Laboratories. The newest thing in radio . . . *Ask for the facts . . . No obligation in that.*

WORLD BROADCASTING SYSTEM, INC.

50 WEST 57th STREET, NEW YORK, N. Y.

Offices and Recording Studios at

400 West Madison Street, Chicago, Illinois

1040 North Las Palmas Avenue, Hollywood, California

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

150% INCREASE
in Local and Spot
Broadcasting For

WOW
COVERS AMERICA'S BREAD BASKET

This
Summer

HERE ARE 6 REASONS:

- WOW is on the NBC Basic Red Network.
- WOW is the only full-time, high-powered station in Nebraska.
- 2,000,480 people live in WOW's primary day and night coverage area of 75,000 square miles, according to the Jansky and Bailey certified field intensity survey, July, 1933.
- The Price-Waterhouse & Co. audit for the CBS proved WOW's leadership in radio reception—WOW led all other stations and Columbia's own outlets by a large percentage.
- In the Omaha trade territory WOW practically doubled the Blue Network outlet, according to the National Broadcasting System's complete mail audit for 1932.
- A survey of the Omaha trade territory by the General Outdoor Advertising Company gives WOW a wide margin over all other stations in popularity.

Write to John J. Gillin, commercial manager, for full details of WOW's position in the rich Corn Belt trade territory.

RADIO STATION
590 KILO. WOW 1,000 WATTS
CLEARED REGIONAL CHANNEL
Owned & Operated by
WOODMEN OF THE WORLD LIFE INS. ASS'N
ASSETS MORE THAN $113,000,000
OMAHA

WSAI Power Raised

WSAI, Cincinnati, was authorized by the Radio Commission Aug. 22 to increase its power from 500 watts night and 1 kw. day to 1 kw. night and 2½ kw. day. The action affirmed the grant made June 30, which had been protested by WHBD, Mt. Orab, O., on quota grounds. The protest, the Commission explained, has been withdrawn and a scheduled hearing has been cancelled.

Pays for Football

ASSOCIATED OIL Co., San Francisco, has signed with the NBC-KGO network for 13 western football games and with Don Lee for 10 games, the first of which is Sept. 23. The gasoline concern is paying $60,000 to the Pacific Coast Conference for the privilege of sponsoring the games, the money being divided among the colleges. Lord and Thomas, San Francisco, handles the account.

Code of Ethics

BUSINESS practices between stations, agencies and clients, rules on price maintenance, and talent charges, are to be included in a code of ethics now being drawn up by the Broadcasters' Association of San Francisco. The committee in charge consists of Ralph Brunton, KJBS; Edward McCallum, KYA; Bob Roberts, KTAB, and Fred Hart, KQW.

Wholesale Grocer Goes On Two Western Nets

S. & W. Co., San Francisco (wholesale grocers) on Sept. 1 starts an indefinite series of twice weekly programs on both the NBC-KGO and the Don Lee networks. The NBC program will be "Do You Believe in Ghosts", written by Harold Burdick, on at 9-9:15 p.m. Sundays, and 7-7:30 p.m. Thursdays. The Don Lee periods will be at a similar time on Tuesday and Friday nights, and will be "Mellow'd Melodies", emanating from KHJ, Los Angeles. W. Vincent Leahy, advertising manager for S. & W., handles the account through his own agency.

Offers Script Series

"FILM FLASHES and Flickers" tentatively captions a new weekly script series for stations which will be ready Oct. 1, and written by Dr. Ralph L. Power, radio editor of the LOS ANGELES RECORD. Script will be divided into six 5-minute talks, or two 15-minute broadcasts with station announcer at the mike. Contents will be devoted entirely to Hollywood film news including fashions, life of the stars, current pictures and bits of gossip around the lots.

FELS & Co., Philadelphia (Fels Naphtha soap) is buying time on selected stations, using local talent, through Young & Rubicam, New York, which has sent DeWitt Robinson, radio account man, to stations to make direct contacts.

Please Stand By for IMPORTANT

NEWS FLASH

CKLW—Detroit's Leading Radio Station in the number of local accounts announces SPOT TIME AT NETWORK RATES—No longer need you pay "long rates" for local spots . . . . . . $98.00 is the COLUMBIA Network evening rate for fifteen minutes . . . $98.00 is the new CKLW rate to all National or Local buyers . . . daytime rate is just half.

A few choice high spots still available—Phone or write now.

Member COLUMBIA Basic Network
CKLW
The International Station
5,000 Watts
540 Kc.
At the End of the Dial

Detroit offices—
Union Guardian Bldg.,
Phone—CAdillac 7200

Windsor offices—
Guarantee Trust Bldg.,
Phone—4-1155

"We consider the broadcasting campaign over

WLW

"the Nation's Station"

to be a Sensational Success!"

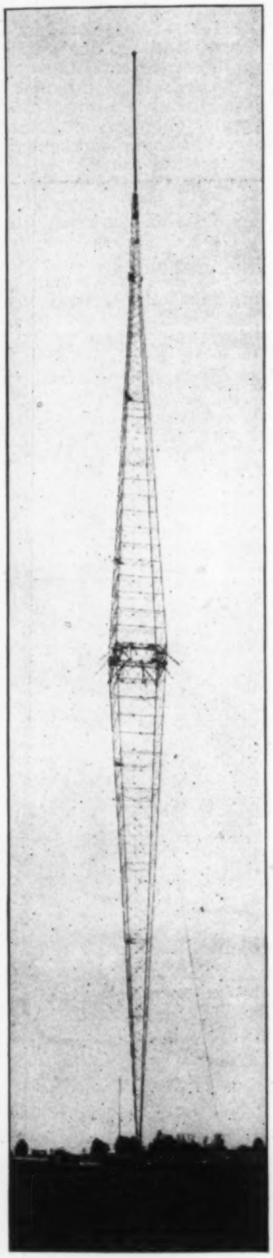
says Norvin H. Reiser, President, Reiser Co., Inc., makers of world-famous Venida Products for Hair Beauty

"IN view of the fact that the middle west has been our weakest territory, together with the fact that we were introducing two new products in highly competitive fields, we consider the broadcasting campaign over WLW in Cincinnati a sensational success.

"Without minimizing the points that we consider Venida Oil Shampoo and Venida Waveset superior preparations, packaged smartly and priced properly, we must give great credit to radio broadcasting in general and to the work of WLW in particular." This is the statement of Norvin H. Reiser made recently in New York.

Many other radio advertisers have found WLW the answer to the problem of radio coverage in the middle west.

WLW has available a series of current surveys of the midwest market which show the public preference for various products in their particular fields. These are the results of painstaking analysis of replies from thousands of retailers and consumers. Advertising executives may obtain copies of these surveys by making inquiry and stating the kind of product in which they are particularly interested.



AT left is shown the new 831-foot vertical radiator antenna of radio station WLW located at Mason, Ohio. The new 300,000—500,000 watt station will be in operation within a few months—by far the most powerful in the world.

Near the center of the dial

WLW

Near the center of population

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, JR., ***President***

CINCINNATI

If you want to reach Toledo and its rich trade territory

USE

W
S
P
D

75% Proven Listening Audience Assures Results—At Low Cost

BASIC STATION
COLUMBIA
BROADCASTING
SYSTEM

WSPD is the only Radio Station in Northwestern Ohio, and effectively serves a trade area of 1,151,322 population.

■

1000 watts—using the latest Western Electric Equipment.

WSPD

THE TOLEDO
BROADCASTING CO.

Studios—The Commodore
Perry Hotel, Toledo, O.

■

Representatives.

J. H. McGillvra, 2 West 45th
St., New York City.

Paul A. Lamb, 221 North Lasalle St., Chicago, Ill.

Bar Report

(*Continued from page 16*)

Wasmer, owner of KHQ, Spokane, Wash., and was decided last April by the Supreme Court of that state. The station, an announcer and an advertiser were held liable for defamatory utterances over the station.

The court held the statements read were libelous per se and denied the contention that they were privileged as relating to a matter of public interest. The advertiser was held liable because he prepared the manuscript, paid for the time over the station and employed the announcer to read it. The announcer was held liable because he not only spoke the words but also assisted in editing the article. The station was held liable because it furnished the means by which the defamatory words could be heard and because it operated for profit and received compensation for the time consumed in reading the manuscript. The decision followed the ruling in the KFAB case.

The report, which was prepared prior to the conclusion of the North American Radio Conference in Mexico City on Aug. 9, emphasized the importance to American radio of an agreement. It brought out that interference by stations in Mexico with those in this country, particularly in the south and central states, has been experienced for some time. Moreover, the committee reported, it has heretofore been possible for persons denied licenses to broadcast in this country because of the objectionable character of programs to obtain Mexican authority to operate stations along the border and thus "continue their broadcasts to an American audience." This referred to such stations as those operated by Brinkley and Baker, which, in the final analysis, were responsible for failure of the Mexico City conference because of Mexico's refusal to eliminate border stations.

Unusual interest was shown by state legislatures during the year with respect to radio in attempts to find new sources of revenue. Most of these attempts, the committee stated, dealt with broadcasting stations and were "largely abortive." The general objection to such legislation, it was pointed out, is its invalidity as an attempted usurpation of the purely federal function of regulating interstate and foreign commerce.

In addition to Chairman Guider, members of the committee are John C. Kendall, Portland, Ore.; Calvin W. Rawlings, Salt Lake City; Walter A. Lybrand, Oklahoma City, and Bethuel M. Webster, Jr., New York.

Course In Radio

A COURSE in "radio in the classroom" was given at Teachers College, Columbia University, July 31 to Aug. 18 by Dr. C. M. Koon, specialist in radio of the U. S. Office of Education. The course included visits to the NBC and CBS studios and meetings with various radio educators, including Dr. Levering Tyson, Franklin Dunham and Miss Helen Johnson, director of the American School of the Air.

Enjoy
RIDING?

250 miles of woodland bridle trails
75 saddle horses and hunters on
the seventy thousand acre estate of

The Greenbrier and Cottages
WHITE SULPHUR SPRINGS
WEST VIRGINIA

Also golf — tennis — swimming — polo — trapshooting and other sports. Enjoy your favorite game—at its best—at the

N.A.B. CONVENTION
October 8, 9, 10, 11

White Sulphur is on the main line of the Chesapeake and Ohio Railway and served by air-conditioned equipment.

18 Named In Suit Against Broadcast "Outlaws" In Texas

IN A CAMPAIGN to clean up alleged "outlaw" stations in Texas, said to number between 45 and 60, the Department of Justice filed a suit against 18 persons alleging violation of the Radio Act Aug. 22 in the Federal District Court at Lubbock, Tex. The Radio Commission's legal division assisted in preparing the suit, which was filed through the district attorney.

Vice Chairman Brown and Assistant Secretary Reynolds, of the Commission, were in Texas at the time the suit was filed to confer with federal officials about the unlicensed stations. The stations have organized and challenged the right of the federal government to regulate them, claiming that they operate only in intrastate commerce and are consequently subject to state control.

Among those charged with violating the law by operating unlicensed stations are: the Rev. Sam N. Norris, Baptist minister operating a church station at Stamford; C. A. Paugler and Joe Stanton, Lubbock; Mr. and Mrs. E. J. Turner and Mr. and Mrs. F. H. Meier, Van Antwerp; Ed Pierce, Curry H. Jackson, Willis Brooks and F. W. Burson, Plainview; A. F. McClellan, Clevee Langford and Bill Adams, Stamford; Ed F. Howser and E. W. Brown, Big Spring.

The Radio Act specifies a fine of $5,000 or imprisonment of five years or both as a penalty for operation of unlicensed stations. The Commission feels it has a clear case.

CBS Washington Office To Take Larger Space

CBS will move its Washington headquarters and studios Nov. 1 from the twelfth floor of the Shoreham Bldg. to larger offices on the eighth and ninth floors of the Earle Bldg., Thirteenth and E streets. The network's need for more space is attributed to the expansion of CBS activities in Washington following the acquisition of WJSV, Alexandria, according to Harry C. Butcher, general manager of WJSV.

A glass enclosed broadcasting booth on the roof of the Earle Bldg., to be used by announcers while describing parades along the historic Pennsylvania Avenue, is to be a unique feature of the new headquarters.

Station Representative

FORMATION of Greig-Blair & Co., radio station representatives, is announced by Humboldt J. Greig, formerly manager of KMED, Medford, Ore., later west coast representative of Scott Ho Bowen and recently in business for himself. Associated with Mr. Greig are John P. Blair, San Francisco manager, formerly with MacGregor & Sollie and J. Walter Thompson, and David H. Sandberg, Los Angeles manager, former advertising manager of Western Advertising.

Stations May Take Presidential Talks

INDEPENDENT stations will be offered the privilege of picking up presidential broadcasts over the networks by paying the line charges from the nearest land line terminal under a joint policy newly adopted by both NBC and CBS. The action was taken voluntarily.

Because of intense public interest in broadcasts by the President, the networks decided that independent stations should be accorded the privilege of tying into their systems on such occasions. The action, however, does not authorize the rebroadcasting of such programs by independent stations. The radio regulations specify that programs may not be picked up and rebroadcast without specific authority from the originating station.

Under the action, announced by the NAB, in cities where the networks do not have affiliated stations, consent to broadcast the special presidential address will be given upon application to either of the networks or to the NAB. In cities where the networks have affiliated stations, the consent of the regularly associated network station must be obtained before permission can be given for the proposed broadcast. It is specified that the non-network station arrange through the particular network for the telephone company to cut it into the network and that it will agree to pay promptly the charges.

Using Wide Net

CALIFORNIA PACKING Corp., San Francisco (canned fruits, coffee) on Sept. 25 begins the sponsorship of Capt. Dobbsie and His Del Monte Ship of Joy, on the basic NBC-WEAF network, plus the southeastern, southwestern, mountain and possibly northwestern chains. The program, 6:30-7 p.m., PST, will emanate from the San Francisco studios, but will not be broadcast in California because of litigation over the Del Monte title. A separate program for California is being discussed. McCann-Erickson, San Francisco, handles the account.

Canada Expanding

EXPANSION plans of the Canadian Radio Commission were partially revealed in a recent address by Thomas Maher, its vice chairman, who stated that a 1 kw. station is contemplated in the Chateau Frontenac in Quebec and that a "very powerful" station will be erected in Montreal. The Canadian Commission, Mr. Maher added, is planning other stations at various other points to insure coverage of areas not now regarded as getting adequate service.

Grove's Buys Spots

PARIS MEDICINE Co., St. Louis (Grove's Bromo Quinine) on Oct. 1 will begin the sponsorship of nightly weather announcements over a large group of stations. Lambert & Feasley, New York, handles account.

NEW SHOWS FOR THE
NEW SEASON . . . AND
NEW IDEAS ! ! SURE
THERE'S A REASON !

DETAILS — SAMPLES — RIGHT AT YOUR ELBOW

WIRE or PHONE NEAREST OFFICE

NEW YORK
Paul H. Raymer
205 E. 42nd St.
Murray Hill 4-0658

GENERAL OFFICES
St. Paul Hotel
St. Paul, Minn.
Cedar 4400

CHICAGO
Free & Sleininger, Inc.
180 North Michigan Ave.
Franklin 6373

9TH U.S. RETAIL MARKET

MINNEAPOLIS
KSTP
ST. PAUL

25,000 WATTS
DAYTIME POWER

The ONLY High-Powered
Broadcaster on MORE
THAN ONE-FOURTH
of the Radio Dial

Cornering
The Radio Audience
In ST. LOUIS

■

Radio listeners of the great St. Louis area must listen to WIL if they wish to keep abreast of local events.

As an elaboration of its policy of covering the news with a large, permanent staff of trained newspapermen, WIL has just placed in operation a mobile transmitter, by means of which the more spectacular news events and other happenings which lend themselves to good broadcasting will be "Covered" by WIL direct from the scene of action.

For the first time in St. Louis, WIL's vast audience can be taken in the twinkling of an eye to the circus . . . big fire . . . parade . . . boat races . . . for a trip through the zoo.

When famous personages come through St. Louis, instead of bringing them to the "mike", as is not always possible, the "mike" will be taken to them at the depot or airport for an interview.

WIL's new mobile transmitter is just another reason why the listeners of this area must listen to this station.

Just what does this mean to you?

That you cannot adequately cover Greater St. Louis without using WIL.

■

WIL
ST. LOUIS, MO.

ACTIONS OF THE FEDERAL RADIO COMMISSION

AUGUST 15 TO AUGUST 29 INCLUSIVE

Applications . . .

AUGUST 16

WBOW, Terre Haute, Ind.—CP to make changes in equipment, change frequency from 1310 kc. to 1360 kc., increase power from 100 w. to 1 kw. (facilities of WGES, Chicago).

NEW, Prescott, Ariz.—Frank Wilburn for CP to erect a station at Prescott, Ariz., to operate on 1500 kc., 100 w., unlimited time (facilities of KPJM, Prescott).

KGA, Spokane, Wash.—Consent to voluntary assignment of license to Louis Wasmer.

KEX, Portland, Ore.—Consent to voluntary assignment of license to The Oregonian Publishing Co.

Applications returned: NEW, Midwestern Broadcasting Assn., St. Joseph, Mo.—CP to operate on 1210 kc., 100 w., unlimited time (facilities of KGIZ, Grant City, Mo.); NEW, S. J. Carnes, Camden, Ark.—CP to operate on 930 kc., 15 w., unlimited time; KGFX, Pierre, S. D.—License to cover CP authorizing changes in equipment; WKEU, LeGrange, Ga.—Consent to voluntary assignment of CP to WKEU; WKBB, Joliet, Ill.—Modification of CP to change transmitter and studio location, new equipment and change in specified hours.

W9XD, Milwaukee—CP for visual broadcast station; to move present equipment to 333 W. State St., Milwaukee.

AUGUST 18

WBAL, Baltimore, Md.—Modification of CP granted 3-31-33 to move transmitter to Pikesville, Md., and install new equipment for extension of completion date to 8-31-33.

WHOM, Jersey City, N. J.—CP for new equipment and increase power from 250 to 500 w.

WIS, Columbia, S. C.—CP to change equipment, change frequency and increase power from 1010 kc., 500 w. night, 1 kw. to LS, to 1050 kc., 5 kw.

WSB, Atlanta—License to cover CP granted 11-17-31 and modifications for new equipment, change transmitter location and increase power from 5 kw. to 50 kw.; also authority to determine operating power by direct antenna measurement.

WJAG, Norfolk, Neb.—Special experimental authorization to operate two hours additional after sunset experimentally to Jan. 31, 1934, using 500 w. power.

WNAX, Yankton, S. D.—License to cover CP granted 2-10-33, change equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. to LS.

WNAX, Yankton, S. D.—Authority to determine operating power by direct antenna measurement; modification of license for authority to use old 1 kw. transmitter as main transmitter at night.

KGER, Long Beach, Cal.—CP to change transmitter location locally, exact location to be determined by tests.

KFKA, Greeley, Col.—CP to move transmitter from Greeley, Col., to Idlewild, outside city limits of Greeley.

AUGUST 22

NEW, Waterbury, Conn.—Harold Thomas for CP to use 1190 kc., 100 w., D.

WORC, Worcester, Mass.—Extension of special experimental authorization to use 1280 kc., 500 w., experimentally, for additional 90 days from Sept. 9.

WJAR, Providence, R. I.—Special experimental authorization to continue using 500 w. night on experimental basis from 9-1-33 to 3-1-34.

WCAE, Pittsburgh—Modification of CP to change antenna tower.

NEW, Shreveport, La.—Southland Radio Corporation for CP to use 1210 kc., 100 w., unlimited time (facilities KWEA, Shreveport).

KIEM, Eureka, Cal.—Modification of license to change power and hours from 100 w. D, to 100 w. unlimited (facilities KFWI, San Francisco).

Applications returned: KIEM, Eureka, Cal.—Special experimental authorization to use night hours from local sunset to 10 p.m., PST, on experimental basis for six months; and modification of license to change hours from D to unlimited; WKAV, Laconia, N. H.—Modification of license for change in specified hours of operation; KFWF, St. Louis—Modification of CP to install new equipment (station deleted).

AUGUST 24

WBNX, WMSG, WCDA, New York—Modification of license to consolidate and use call letters WBNX and transmitter and transmitter location of WCDA at Cliffside, N. J., and main studio to be 1100 E. 177th St., New York.

WEBR, Buffalo, N. Y.—CP to make changes in equipment, change frequency and increase power from 1310 kc., 100 w. night, 250 w. to LS to 630 kc., 500 w.

WKRC, Cincinnati—Extension of special experimental authorization to use an additional 500 w. experimentally from 9-1-33 to 11-1-33.

NEW, Berlin, N. H.—Laurea J. Lavoie for CP to use 1210 kc., 100 w., unlimited time.

WHBC, Canton, O.—License to cover CP granted 6-30-33 for new equipment and increase power from 10 w. to 100 w.

NEW, Stamford, Tex.—Church of Christ for CP to use 1200 kc., 100 w., D.

KRMD, Shreveport, La.—Modification of license for change in specified hours of operation.

KFEQ, St. Joseph, Mo.—Modification of license to change hours.

KGFX, Pierre, S. D.—License to cover CP granted 2-24-33 for changes in equipment.

WRHM, Minneapolis—CP to move transmitter from Fridley, Minn., to Richfield, Minn., and make changes in equipment.

Applications returned: WBHS, Huntsville, Ala.—CP to change transmitter and studio from Huntsville, Ala., to Durham, N. C., change frequency and hours from 1200 kc., six-sevenths time to 1500 kc., unlimited time; KUOA, Fayetteville, Ark.—Modification of CP for extension of commencement and completion dates; KGIX, Las Vegas, Nev.—Modification of CP requesting change in equipment from that authorized in CP granted 6-23-33.

AUGUST 27

WOKO, Albany, N. Y.—Extension of special temporary experimental authorization to operate on 1430 kc., unlimited, and simultaneous operation with WHP, WCAH, WFEA and WHEC from 11-1-33 for six months.

WEAN, Providence, R. I.—Extension of special experimental authorization for additional 250 w. night on experimental basis, from 9-1-33 to 3-1-34; modification of license to increase power from 250 w. night, 500 w. to LS, with additional 250 w. night on experimental basis to 500 w.

WJBK, Detroit—Modification of license to change hours of operation from CST to EST.

WKEU, LaGrange, Ga.—Consent to voluntary assignment of license to Radio Station WKEU.

WPFB, Hattiesburg, Miss.—CP to move transmitter and studio to Tuscaloosa, Ala.

WOS, Jefferson City, Mo.—Modification of station license to change name of licensee to Missouri State Highway Patrol in accordance with act of state legislature.

NEW, St. Joseph, Mo.—Midwestern Broadcasting Association for CP, exact location to be determined, to use 1500 kc., 100 w., unlimited time (facilities KGIZ, Grant City, Mo.).

Applications returned: WIBM, Jackson, Mich.—Modification of station license to change hours of operation from CST to EST; WOS, Jefferson City, Mo.—Consent to voluntary assignment of license.

Decisions . . .

AUGUST 15

WGCM, Mississippi City, Miss.—Granted CP to make changes in equipment, increase day power from 100 to 250 w. and change specified hours.

WKBV, Connersville, Ind.—Granted CP to move transmitter from Connersville, Ind., to near Richmond, Ind., and move studio from Connersville to Leland Hotel, Richmond; also make changes in equipment.

WSB, Atlanta, Ga.—Granted authority to use present main transmitter as auxiliary for period of 30 days, beginning Aug. 14, in case any defect develops in new 50 kw. transmitter.

Set for hearing: NEW, Maurice Scott, R. D. Laird, Wm. H. Kahanowitz, Greensburg, Pa.—CP for new station, 1420 kc., 100 w., D hours; WMAQ, Chicago—CP to move transmitter from Addison, Ill., to near Downer's Grove, Ill., install new equipment and increase power from 5 to 50 kw.; WTMJ, Milwaukee, Wis.—Modification of license to change frequency from 620 to 670 kc., increase power from 1 kw. night and 2½ kw. day to 5 kw. (facilities of WMAQ, WHA and WLBL); KRGV, Harlingen, Tex.—Modification of license to increase hours of operation from sharing equally with KWWG to unlimited.

WMBD, Peoria, Ill., and WTAD, Quincy, Ill.—Oral argument in re examiner's report No. 493 granted to be held Sept. 20.

KROW, Oakland, Cal.—Granted extension of special temporary authority to operate unlimited time from July 31 to Oct. 1, provided KFWI remains silent.

WJBY, Gadsden, Ala.—Granted special temporary authority to operate with new equipment at new location pending decision on hearing of renewal of license and CP, but not later than Oct. 1.

WQBC, Vicksburg, Miss.—Granted special temporary authority to operate 200 w. for 10 days pending repair of high voltage generator.

WBAL, Baltimore, Md.—Granted extension until Aug. 31 of special temporary authority to use 1 kw. transmitter at new location.

AUGUST 18

KGRS, Amarillo, Tex.—Granted CP to rebuild transmitter and make changes in equipment.

KGHI, Little Rock, Ark.—Granted license covering changes in equipment and increase in D power; 1200 kc., 100 w. night, 250 w. day, unlimited time.

WEED, Greenville, N. C.—Granted modification of CP to make changes in equipment, change studio location locally, and change completion date to 45 days from this date.

WDGY, Minneapolis—Granted modification of CP to extend commencement date to July 1 and completion date to Oct. 30.

WHAM, Rochester, N. Y.—Granted modification of license to authorize continuing the use of 5 kw. auxiliary transmitter.

WKOK, Sunbury, Pa.—Granted authority to extend equipment tests to Aug. 31.

WGES, Chicago—Granted temporary authority pending hearing on application for specified hours, to operate from 7:30 a.m. to 1 p.m. Sundays only.

KGIW, Trinidad, Col.—Granted CP to move transmitter and studio from Trinidad to LaVeta highway, near city limits of Alamosa, and make changes in equipment.

KGER, Long Beach, Cal.—Granted 30-day authority to use portable transmitter on 1360 kc., after midnight, to conduct tests to determine location of transmitter.

Set for hearing: WHA, Madison, Wis.—Renewal of license set for hearing because facilities of station have been applied for; WDAE, Tampa, Fla.—CP to make changes in equipment and increase day power from 1 to 2½ kw. (facilities of WRUF in quota units).

WJSV, Alexandria, Va.—Granted regular license with certain restrictions, since WHOM, Jersey City, N. J., has withdrawn its protest.

KMLB, Monroe, La.—Granted petition for rehearing of application for CP for change in location of transmitter and change in frequency from 1200 kc. to 590 kc. and increase in power from 100 w. to 250 w., and change in time from specified hours to unlimited. Applicant desires to submit additional testimony.

WCAC, Storrs, Conn.—Application for increased power restored to hearing docket.

WIND, Gary, Ind.—Granted CP to move station locally to two miles from center of city.

AUGUST 22

WGCM, Mississippi City, Miss.—Granted consent to voluntary assignment of license to Grace Jones Stewart, under trade name of Great Southern Land Co.; also granted CP to make changes in equipment, increase day power from 100 to 250 w. and change hours of operation.

KOA, Denver—Granted modification of CP approving equipment and transmitter location at Colfax Ave. Township 4 South, Colo.

WCAC, Storrs, Conn.—Granted authority to continue remaining silent until 12:30 p.m., Oct. 2.

WICC, Bridgeport, Conn.—Granted authority to continue using time of WCAC until Oct. 2.

KFNF, Shenandoah, Ia.—Granted extension of special authority to use time assigned to but not used by stations KUSD and WILL during month of September.

WQBC, Vicksburg, Miss.—Granted authority to operate for period of 90 days with 300 w. power, pending repair of high-voltage generator.

WSAI, Cincinnati—Granted increase in operating power from 500 w. night to 1 kw. night and from 1 kw. day to 2½ kw. day, affirming grant made June 30, which was protested by F. P. Moler, licensee of WHBD, at Mt. Orab, O. Moler has withdrawn his protest and hearing has been cancelled.

Set for hearing: NEW, Herbert H. Fette, Meriden, Minn.—CP on 1310 kc., 100 w., D (facilities of KGDE); NEW, Thomas R. McTammany and Wm. H. Bates, Jr., Modesto, Cal.—CP on 750 kc., 250 w. D.

KWWG, Brownsville, Tex.—Granted special temporary authority to remain silent pending repairs on transmitter until Sept. 10.

WMC, Memphis, Tenn.—Granted 10-day authority to use auxiliary transmitter for emergency purposes, pending action on application for renewal.

WODA, Paterson, N. J.—Granted special temporary authority extending equipment test 10 days from Aug. 21.

WCBD, Zion, Ill.—Granted special temporary authority to change hours of operation from limited, sharing with WMBI to specified hours.

AUGUST 25

KUOA, Fayetteville, Ark.—Granted modification of CP to make changes in equipment and approval of transmitter site at Mount Sequoyah, Fayetteville, Ark.

WACO, Waco, Tex.—Granted license covering installation of new equipment, moving station locally and change in frequency power and hours of operation: 1420 kc., 100 w., specified hours.

KLX, Oakland, Cal.—Granted consent to voluntary assignment of license to Tribune Building Co.

KGA, Spokane, Wash.—Granted consent to voluntary assignment of license to Louis Wasmer.

KEX, Portland, Ore.—Granted consent to voluntary assignment of license to The Oregonian Publishing Co.

KDFN, Casper, Wyo.—Granted CP to move station locally in Casper and change antenna system.

Set for hearing: WHDL, Tupper Lake, N. Y.—CP to move transmitter from Tupper Lake to Lake Clear, N. Y.; make changes in equipment; change frequency from 1420 to 1290 kc., and change power from 100 to 250 w. (facilities of WNBZ); WJAR, Providence, R. I.—Modification of license to increase operating night power from 250 to 500 w.; remove experimental clause relative to additional 250 w. on experimental basis; KWWG, Brownsville, Tex.—Renewal of license; facilities of station are being requested.

(*Continued on page 35*)

Radio Commission Decisions

(*Continued from page 34*)

AUGUST 29

KIDO, Boise, Ida.—Granted CP for changes in equipment and install vertical radiator.

WODX, Mobile, Ala.—Granted authority to resume operation Sept. 1 instead of Sept. 10.

WBAL, Baltimore—Granted renewal of special experimental authority to synchronize on 760 kc. with WJZ for 3 months from Sept. 1.

WILL, Urbana, Ill.—Granted authority to remain silent from Sept. 1 to Sept. 20.

WKRC, Cincinnati—Granted extension of special experimental authority to use 1 kw. (500 w. additional) to Nov. 1, 1933.

WLBL, Stevens Point, Wis., and WIND, Gary, Ind.—Granted temporary renewal and designated application for hearing.

KFQD, Anchorage, Alaska—License extended temporarily to Oct. 1, 1933, pending receipt and/or action on application for renewal.

WEAN, Providence, R. I.—Granted renewal, 780 kc., 250 w., 500 w. LS, U. Also granted special temporary experimental authority to operate with additional 250 w. N. power Sept. 1 to March 1, 1934.

WJAR, Providence—Granted renewal, 890 kc., 250 w., 500 w. LS. Also granted special temporary experimental authority to operate with additional 250 w. N. Sept. 1 to March 1, 1934.

WFLA-WSUN, Clearwater, Fla.—Granted special temporary authority to operate with 1 kw. N. with directional antenna and 2½ kw. D.

NEW, Lebanon Broadcasting Corp., Lebanon, Pa.—CP to operate on 1500 kc., 50 w. D, heretofore set for hearing, denied because applicant failed to enter appearance.

Oral arguments granted on Sept. 27 in re Examiner's Report No. 488, involving WFEA, Manchester, N. H.; WDRO, Augusta, Me.; WQDM, St. Albans, Vt.; The Portland Maine Publishing Co. and Casco Bay Broadcasting Co., Portland, Me. Also in re Examiner's Report No. 496, WILL, Urbana, Ill.

KVOA, Tucson, Ariz. (Ex. Rep. 464)—Granted renewal of license to operate on 1260 kc., 500 w., specified hours; also granted voluntary assignment of license to Arizona Broadcasting Co., Inc., reversing Examiner Pratt.

Examiners' Reports . . .

WHDH, Boston—Examiner Hill recommended (Report 502; Docket 2054) that application for change in hours from limited to unlimited be denied on grounds that Boston area is now well served and that interference would result with KOA.

WNBW, Carbondale, Pa.—Examiner Hill recommended (Report 503; Dockets 1952 and 2020) that WNBW be denied a renewal of license and that G. F. Schiessler and M. E. Stephens d/b as the Home Cut Glass & China Co. be denied involuntary assignment of license to W. S. McCachron, Jr.

Purchases KEX

A SECOND station for the PORTLAND OREGONIAN was procured by purchase when the Radio Commission on Aug. 25 authorized the voluntary assignment of KEX to that newspaper. Operating with 5 kw. on 1180 kc., on which it shares time with KOB, Albuquerque, KEX was the Portland outlet of the old Northwest group. The OREGONIAN already operates KGW, 1 kw. outlet on 620 kc., affiliated with NBC. Its rival newspaper, the OREGON JOURNAL, operates both KOIN, the Portland CBS outlet, and KALE, Portland part-time station.

AN APPEAL from the injunction granted three New Orleans newspapers to halt the use of their news by WDSU, New Orleans, was filed in the Louisiana Supreme Court Aug. 22 by Joseph Uhalt, operator of WDSU.

How Radio Code Aids Employment . . .

BASIC STATISTICAL information about the broadcasting industry, computed for the first time by the NAB, was submitted to the NRA Aug. 29 as an appendix to its proposed code of fair competition. The document follows in full text:

On June 30, 1932, there were 604 broadcast stations operating in the United States. Of this number 31 were clear channel unlimited time stations, 58 were clear channel part time stations, 8 were high power regional stations, 118 were low power regional unlimited time stations, 155 were low power regional part time stations, 127 were local unlimited time stations, and 107 were local part time stations. (See Annual Report, 1932, F. R. C.)

The total volume of business in 1931, the only year for which any complete data are available, amounted to $70,060,126.00. Of this amount $35,787,299.00 represented national network business, $1,779,362.00 represented regional network business, and $32,493,464 represented individual station business. (A Decade of Radio Advertising. Hettinger.)

Of the total stations in 1931, 94 grossed less than $12,000.00 annually, 100 grossed between $12,000.00 and $23,000.00 annually, and 69 grossed between $24,000.00 and $35,000.00 annually, while almost half of the stations grossed less than $48,000.00 annually. Only one-third of all stations enjoyed a gross revenue of more than $100,000.00.

Questionnaires similar to the one attached hereto were sent to all broadcast stations in the United States and the following data were taken from 154 returned questionnaires representing a 25.5 per cent sample of all stations in the country. The sample constituted a reliable cross-section of stations of every class of power and every section of the country.

The questionnaires reveal that the total number of regular employes in the industry at the end of July of the current year numbered approximately 11,000 of which 9,200 were employed by individual stations and the remaining 1,800 by the two national network companies. The trend of employment since 1929 has been generally upward until 1933 when employment declined about 3.1 per cent from the previous year.

The total salaries in the industry were estimated during the current year to amount to roughly $20,900,000.00. Of this sum individual stations were responsible for $16,800,000.00. Individual station payrolls declined approximately 12 per cent since the peak year 1932, and network payrolls declined 14.8 per cent since their peak year of 1931.

It is estimated that compliance with the Code of Fair Competition for the broadcasting industry filed herewith plus reported plans for further voluntary increases in employment will result in the addition of 720 employes, or an increase of 6.5 per cent over the number of employes in the industry as of the week ending July 29, 1933. This will bring the total employment in the industry to 3.2 per cent above that of any previous year in its history.

Exclusive of the equitable readjustments compulsory under the code, the amount added to payrolls by adherence to the code will total in excess of $1,000,000.00 or a gain of 4.8 per cent when compared with present payrolls.

AFA Aids on Code

ASSIGNING Alfred T. Falk, director of its Bureau of Research and Education, to Washington, the Advertising Federation of America, 330 W. 42nd St., New York, is cooperating with advertisers and the government in the solution of advertising problems involved in the various codes being submitted under the NRA. Edgar Kobak, AFA president, has announced that Mr. Falk will also work with the Department of Agriculture in studying the advertising provisions of the new food and drugs act due to come before the next Congress.

Buys Weather Spots

MINNEAPOLIS - HONEYWELL Regulator Co., Minneapolis (heat regulators) is buying weather report spots on stations in Minneapolis, Chicago, New York, Philadelphia, Boston, Hartford and Providence. The account is handled by the United States Advertising Co., Milwaukee.

Text of Proposed Radio Code

(*Continued from page 7*)

in the meaning of this Code.

2. (a) Agency commissions, not exceeding fifteen per cent, and an additional two per cent cash discount may be allowed, but such commissions shall be paid only to recognized advertising agencies.

(b) Further commissions totaling not more than fifteen per cent may be allowed as sales commissions.

(c) Provided however that nothing in this Code shall be so interpreted as to prohibit or limit the payment by a broadcaster or network of sales commissions to any regularly employed salesman or sales representative acting as his agent, and nothing in this Code shall impair the validity of any contract for the sale of broadcasting facilities entered into prior to the effective date of this Code, but there shall be no voluntary renewal of such contracts on terms in violation of this Code.

3. No broadcaster or network, directly or indirectly, shall sell or furnish talent or special recordings, literary or musical rights of any sort to any advertiser or his agent at less than the actual cost to the broadcaster or network of such talent or special recordings, literary or musical rights, unless a full report of such sale below cost is promptly filed in writing with the National Association of Broadcasters.

4. No broadcaster or network shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question his business integrity, his ability to perform his contracts, his credit standing, or the quality of his service.

5. No broadcaster or network shall claim for his service a character, scope or quality which cannot be substantiated by specific evidence, nor shall he claim as regular characteristics of his service features which he knows to be purely temporary or accidental.

6. No broadcaster or network shall accept or knowingly permit any performer, singer, musician or orchestra leader employed by such broadcaster or network to accept any money, gift, bonus, refund, rebate, royalty, service, favor or any other thing or act of value for performing or having performed for any broadcaster or network when the purpose is intended to induce such person to sing, play, or perform, or to have sung, played or performed any works published, copyrighted, or owned by any music publisher.

7. No broadcaster or network shall knowingly permit the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes.

8. No broadcaster or network shall use any subterfuge to frustrate the spirit and intent of this Code.

ARTICLE VII (Administrative Provisions)

1. In order to aid in the administration of this Code, the Board of Directors of the National Association of Broadcasters shall have the power, for the purpose of local administration, to divide the country into districts, and to appoint, from its members or otherwise, local committees for the carrying on of its work in such districts, and to delegate to any one or more of such local committees any of its duties or powers hereunder.

2. It shall be the duty of the Board of Directors—

a. To require from any broadcaster or network, and such broadcaster or network shall be required to furnish, reports as may be prescribed by affirmative vote by two-thirds of the Board voting, in such form and substance as the Board may direct. Any false report knowingly made to the Board shall be deemed a violation of this Code.

b. To establish as soon as practicable a system of uniform accounting for the broadcasting industry.

c. To prepare and submit to the National Recovery Administration, from time to time, such amendments or modifications of this Code as may appear desirable to effectuate the objects of Section 1, Title 1, of the National Industrial Recovery Act.

d. To recommend such further regulations as may be necessary to carry out the provisions of this Code.

e. To represent the broadcasting industry in all matters between the National Recovery Administration and the broadcasting industry.

f. To receive and investigate complaints of violations of this Code charged against any broadcaster or network subject thereto, and to report thereon if deemed advisable to the National Recovery Administration.

ARTICLE VIII

(Radio Act of 1927 as Amended)

The President of the United States, may, from time to time, cancel or modify any order, approval, license, rule or regulation issued under Title 1 of the National Industrial Recovery Act.

Nothing in this Code, however, shall be construed as authorizing or consenting to the imposition of any licensing requirement on broadcasters other than those imposed by the Radio Act of 1927, as amended, or as permitting or consenting to injunction proceedings which would restrain the operation of any broadcaster or network, or as requiring any broadcaster or network to violate any provision of the Radio Act of 1927, as amended, or as a waiver of any other right under the Constitution.

ARTICLE IX (Amendments)

It is hereby provided that supplementary or additional provisions, modifications, and amendments to this Code may, from time to time, be submitted by the Board of Directors of the National Association of Broadcasters for the approval of the President of the United States.

555

The World's Largest Service Station

Renews its Contract for the Fifth Consecutive Year

and writes this letter . . .

" . . . In fact we sold ten times as many skid chains and ten times as much anti-freeze last year than ever before, using only your station as an advertising medium to feature those items.

"We know beyond a doubt that your station easily dominates all other broadcasting stations in this area, and it will be a pleasure to recommend KLRA to any other advertiser."

Arkansas' ONLY Full Time Network Station

Will Produce Similar Results For You

KLRA

(Member CBS)

1390 Kc. 1000 Watts

The Voice of Arkansas

Albert Pike Hotel

LITTLE ROCK, ARKANSAS

Department Stores Report Radio Pays

REPLYING to a letter to the editor in the Aug. 15 issue of BROADCASTING, the sales promotion department of WOR, Newark, tells of the success of two of New York's largest department stores with radio advertising.

"Bamberger & Co., Newark, attributes a large percentage of its sales to advertising over the radio", the reply says, adding that a questionnaire revealed that three out of five of Bamberger's credit customers listen to "Miss Katherine and Calliope" over WOR daily.

Definite sales which were attributed to radio advertising by Bamberger were: sterling silver flatware, $1,180; men's shirts, $1,733; dresses, $1,165; shoes, $2,130; handbags, $2,923.

R. H. Macy & Co. is reported by WOR to have stated that "radio advertising ratio of cost to sales compares very favorably with the lowest newspaper rate." Articles advertised over the radio which have shown especially low-cost sales results are: curtains, garden equipment, men's furnishings, boys' clothing, sheets and pillow cases, carpets, kitchen furniture and handkerchiefs.

ROY T. DAVIS, American minister to Panama and a member of the American Delegation to the recent North American Radio Conference, has resigned as minister to become secretary of Stephens College, Columbia, Mo.

TWO-MINUTE SPOTS

Palmist Featured In Experiment On WNAC and WHK

TWO-MINUTE broadcasts are being tried experimentally in a series of transcription programs which opened Aug. 21 on WNAC, Boston, and WHK, Cleveland.

Tamerlayne, noted palmist, is featured in the series, made for Primrose House, New York cosmetics firm, and handled by Erwin, Wasey & Co., New York. Tamertayne not only talks on palmistry but offers a novel device to enable the listener to read his own palm.

Called the "mystic glove", the device is a cellophane glove marked with the lines of the palm and accompanied by an explanatory booklet. The listener slips on the glove, compares his palm lines with those on the cellophane glove and checks on variations in the booklet.

WNAC and WEAN Ban NRA Slackers on Radio

THE SHEPARD Broadcasting Service, Inc., which operates the Yankee Network, has announced that it will accept no further contracts for time on WNAC and WEAN, Boston, from any clients who have not signed NRA code agreements.

THE BOSTON POST, in reporting the announcement, said: "It is the first instance of a business enterprize announcing openly that it will deal only with members of the NRA and is expected to have a wide influence on other businesses."

"NRA Parade"

A UNIQUE way of handling NRA publicity has been inaugurated by WHB, Kansas City, Mo., in a program titled "The NRA Parade", which has been inserted in a sustaining program known as the "Harl Smith Half Hour."

At the 15-minute break the orchestra plays "Our Director" march while an announcer explains briefly NRA principles before introducing the day's speaker, who in one minute outlines the NRA policy followed by his business and tells how many employes have been added and how much the payroll has increased. The program is designed to encourage patronage of the Blue Eagle stores.

Ban On Non-NRA Advertisers Urged

BROADCASTERS should, as a patriotic duty, deny their facilities to advertisers who do not conform to the NRA codes, in the opinion of Commissioner Lafount. In a formal statement, issued following his return from a western inspection tour, he warned stations and advertisers alike to lend their support to the recovery drive.

Citing a protest from a delegation of business men against the broadcast of a program sponsored by a price-cutting firm on a Pacific coast station, Mr. Lafount said that while the Commission has no censorship authority, "it has the right to take into consideration the kind of programs broadcast when licensees apply for renewals."

He added, "it is hoped that radio stations, using valuable facilities loaned to them temporarily by the government, will not be placed in an embarrassing position because of the greed or lack of patriotism on the part of unscrupulous advertisers."

Davis Leaves Southwest Net to Direct XEPN

HOWARD W. DAVIS, sales vice president of the Southwest Broadcasting Co., Fort Worth, on Aug. 5 resigned to become managing director of XEPN, Mexican-licensed station at Piedras Negras, apposite Eagle Pass, Tex. The station, built by W. E. Branch of Fort Worth in 1932, has a permit for 100,000 watts, but is now operating with 75,000 and will use the additional 25,000 when its new steel towers are constructed, according to Mr. Davis. It is installing studios and offices in San Antonio, from which 95 per cent of the broadcasting will be done via land lines to the transmitter, Mr. Davis announced. It operates on 585 kc., a mid-channel between the Canadian-shared regional of 580 and the American regional of 590.

Renews Time Signals

STANDARD OIL of California has renewed time signals contract as of Sept. 1 for additional three months on 20 Pacific coast stations, three times nightly. Half of the announcements are straight business spots, the others being civic messages such as calling attention to state fair, state convention of legion, Santa Barbara fiesta and so forth. San Francisco office of McCann-Erickson handles account.

WNYC Seeks Time

NEW YORK officials who operate the municipal station WNYC are seeking to effect an arrangement with WCCO, Minneapolis, whereby both stations may broadcast simultaneously on WCCO's clear channel of 810 kc. during evening hours, according to the NEW YORK SUN. WNYC was recently assigned 810 kc. after WMCA obtained full time on 570 kc.

The New

WBAL

BALTIMORE

With Its New Equipment in Its New Location

Has Increased Its Signal Strength In Baltimore

MORE THAN 200%

and at the same time actually improved its service to neighboring territory.

Maryland's Only High Power Station

FREDERICK R. HUBER, *Director*

WFBG

ALTOONA, PA.

1310 kilocycles

100 watts

ADVERTISERS CHOICE

for thorough coverage of Central Pennsylvania.

Equipped with 33 1/3 and 78 r.p.m. transcription turntables.

"Voice of the Alleghenies"

XUM

William Hard on Radio Abroad

(*Continued from page 9*)

ing that same time, as you well know, hundreds and hundreds of American public men have talked on American public affairs on the American radio.

And take the recent International Monetary and Economic Conference in London. American broadcasting companies carried some eight special broadcasts a week about it to the United States, while the BBC during the six and a half weeks of the conference put on only seven special broadcasts, and not one of these was by a delegate or by anybody from the continent of Europe.

There are just two ways out, in these matters, for a governmental broadcasting organization. One is the one that is followed by Sir John. He rises above political influence and interference and above the political spoils system by just simply generally keeping out of political controversy.

The second can be seen at its climax today in Germony.

The Reichsrundfunkgesellschaft does indeed go in for the political education of listeners. And, being governmental, it just inevitably educates them the way the government thinks they should be educated.

And how would any government, animated by an intense political educational purpose, start at it? Why, of course, by being absolutely sure, to begin with, that the prospective educational broadcasters were right, politically right.

On the day of my arrival in Berlin 138 members of the staff of the Reichsrundfunkgesellschaft were dismissed for "politische unzuverlaessigkeit." Sounds pretty bad. It was. It means "political unreliability." It means that these 138 persons did not belong to the party in power.

Political Reliability

AND DON'T get a mistaken notion. They weren't Jews. They were Aryans all right. They were perfectly pure Nordic Germans. But they just didn't belong to the political "ins." So they're out.

Bredow, the commissioner of the organization; Magnus, the director; Giesecke, the co-director; Duske, the general program manager; Carstensen, the general counsel—they and all the other men who had built up German radio from nothing to something, and a big something, all out!

And were their successors right, politically right? I'll say they were.

I sat in the office of one of them, a quite charming person, I must admit. He wanted some pencils. He lifted his telephone to talk to the pencils department. But when he got it, he didn't say "hello." There's a substitute now for "hello" and "good-bye" on the telephone in the Reichsrundfunkgesellschaft. Why my new German radio acquaintance said when he got his connection was:

"Hail Hitler! Have you got some pencils? Yes. Send me half a dozen, will you? Thanks. Hail Hitler!"

And he hung up. That's political reliability for you.

And the broadcasts, as you may imagine, are reliable too.

Everybody for Hitler

ON THE SECOND day of my stay in Berlin the first and only talk on the German national key station in the morning was on the subject of the great and grand qualities of Joseph Goebbels. And who is Joseph Goebbels? He's the German National Minister of Popular Enlightenment and Propaganda and, by virtue of that office, the governmental head of the Reichsrundfunkgesellschaft. What could have been more appropriate than an admiring talk about him? The talk made it clear that Goebbels was for Hitler.

Then the only other talk on that national key station during the rest of the day was by Hitler. He was for Hitler, too. And all the rest of the week on that key station was just the same way. Nothing anti-the-party-in-power.

Do you say it's because of Naziism? You're a bit wrong.

Is Austria Nazi? It's anti-Nazi. But it has a governmental radio air. And there's nothing on it that's anti-the-party-in-power.

And is Poland Nazi? It's anti-Nazi. But it, too, has a governmental radio air. And there's nothing on that air, either, that's anti-the-party-in-power.

But that's not the worst of it. That's only negative. Let me now tell you a worst that's positive.

Since all these airs are governmental, anything that anybody says on them is taken to be a deliberate governmental act and in adjacent foreign countries is treated accordingly.

Somebody on the German station at Koenigsberg says that he thinks that the Polish territorial corridor from the main part of Poland to the Baltic Sea is really truly historically German. At once a vigorous note of resentful protest is officially dispatched from Warsaw to Berlin.

And a French station at Strassburg in Alsace-Lorraine starts reading off editorials from British newspapers criticizing Nazi-ism. At once the Germans say that the French Government is assailing Germany.

And so on and on, all day and all night; and radio in central and eastern Europe, instead of cementing nations together, drives them actually apart.

So what's the remedy? The Polish Government comes forward at Geneva to suggest it. Let every government in Europe forbid its governmental broadcasting organization to discuss any controversial international question whatsoever.

In other words: If a governmental air is politically expressive, it creates international frictions. In order that it may not create international frictions, let it become politically non-expressive and innocuous like the British air.

That's the choice in governmental broadcasting; that's the situation; and I never was gladder in my life to be at an American microphone. At no other sort of microphone in the world could I have discussed the world's microphones as I've discussed them with you tonight. Thank you. Hail the U. S. A.!

Wages and Employes

(*Continued from page 11*)

from 33.3 per cent to 50 per cent in technical staff and from a 14 to 16 per cent in personnel. The actual burden to be placed upon any class of station, if any burden must be placed, will depend entirely upon the specific provisions of the code to be developed.

One positive advantage to be derived from any code, and the work of preparing a code, which is liable to be overlooked in the rush of things, is the amount of self-knowlêdge which is stimulated on the part of an industry. Radio broadcasting in the past has been lamentably weak in the field of facts regarding itself, so weak at times as to place itself in an unfavorable competitive position with other media. It seems quite probable that one of the ultimate effects of the present NRA efforts as far as broadcasting is concerned will be to rectify this situation and to provide the industry for the first time with the data regarding itself which it so badly needs. Other than this the NRA program cannot help but constitute a challenge to more efficient management which should have a lasting beneficial effect upon the broadcasting industry.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET **NEW YORK, N. Y.**

Keep Step in Pittsburgh With WCAE's Progress

New *Transmitter* Site

1,240,000 Population Within Radius of Ten Miles.

"The evidence," said R. H. Hyde, examiner, in approving WCAE's application to move the transmitter, "indicates that the proposed move would be a constructive step. The new location offers advantages that should result in a more uniform field intensity over the natural service area of the station."

WCAE, INCORPORATED

1220 KILOCYCLES 1000 WATTS

Beech-Nut Plans Drive With Net, Disks, Spots

BEECH-NUT PACKING Co., Canajoharie, N. Y. (gums and candies) long a user of spot time on many stations, on Sept. 25 will undertake a joint network, transcription and spot announcement campaign through McCann-Erickson, New York. Ten NBC-WJZ stations will be used Mondays, Wednesdays and Fridays, 8:45-9 p.m., starting Sept. 25, with transcriptions produced by RCA Victor carrying the same programs on 19 selected stations. Program is a serial called "Red Davis", the story of an average boy. Both the network and transcription series are for 26 weeks.

Borden Sales Co. Using Three Nets and Spot

CONTINUING its radio campaign on an expanded scale, Borden Sales Co., New York, on Sept. 7 starts a new Thursday morning network series titled "Magic Moments" on 32 NBC-WJZ stations on behalf of its Eagle Brand milk. On Oct. 6 Borden begins a campaign over 11 NBC-KGO stations Friday mornings to advertise its None-Such mincemeat. Its present Wednesday morning program on 7 NBC-KGO stations, "Jane Ellison Entertains", goes to Friday mornings on Sept. 6. Borden has also renewed for an indefinite period its cheese test program on WJSV, Alexandria, Va., using a locally built half hour show. Young & Rubicam, New York, handles account.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

W. J. CLEARMAN
Radio Consultant
Cases Prepared for Hearing Investigations
308 Barr Bldg.
Phones DIstrict 7766 and 7767
Washington, D. C.

Al Smith Heads New WMCA Group

(*Continued from page 10*)

sel for WMCA, replied to Mr. Lafount's declaration Aug. 29 with the following statement:

"So that there might be no misunderstanding and so that the Federal Radio Commission might have all the facts with respect to the agreement between the Knickerbocker Broadcasting Co., licensee of Station WMCA, and the State Broadcasting Corp., a copy of the contract was filed with the Commission before its execution. Mr. Bethuel M. Webster, Jr., who represents the State Broadcasting Corp. and I went over this contract at great length and in detail. Suggestions made by each of us were adopted without exception. Both of us went into this matter with the Commission viewpoint uppermost in our minds and every precaution was taken to see that every legal principle and every rule, regulation and policy of the Federal Radio Commission was strictly complied with. In fact both of us were so interested in protecting the interests of our respective clients that we went the limit and in fact leaned over backwards in drawing this contract so that it would comply with the law and with every rule, regulation and policy of the Federal Radio Commission.

"In the joint letter which we sent to the Commission accompanying the copy of the contract it was distinctly stated that all the parties to the proposed contract were deeply desirous of complying with the law, the Commission's rules and regulations and with every policy of the Commission. The Commission in this letter was advised that the parties to it were willing and anxious to make the contract conform to the Commission's policy in every respect. It was in deference to the Commission and our respect for it and the work it does that this contract was handled in this manner.

"The contract was filed with the Commission in good faith and the statement that we were willing to conform with every policy of the Commission was made in good faith and all the parties to this contract were then and still are most anxious and willing to conform to this promise."

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Wanted, a salesman to sell time on a 1000 watt mid-western radio station in a town of 70,000. Must have newspaper and agency background with full knowledge of merchandising in retail trade. Must be sober and willing to work on a commission basis. Fine future. Box 115, BROADCASTING.

Situations Wanted

Young lady holding second class radiotelegraph license indorsed for telephone desires work in broadcasting station. Experienced operator and announcer. Typist and musical training. References. Box 104, BROADCASTING.

For Sale

Western Electric five kilowatt transmitter, including much studio equipment. Inquire transmitter, room 350, 440 South Dearborn St., Chicago.

Wanted to Buy

One KW Transmitter, late model, good condition. Write in detail with best cash price to Box 117, BROADCASTING.

Tests Are Started On Wynn Network

WITH occasional test programs already being routed over its six-station eastern hookup, indications are that Amalgamated Broadcasting System, Ed Wynn's network project, will begin operation shortly. No formal announcement had been made as to the opening date up to the time this issue of BROADCASTING went to press.

Application has been filed with the Radio Commission for authority to consolidate the three time-sharing stations in New York, planned for use as key of the network, with the call WBNX. The calls WMSG and WCDA would be deleted under the application. Originally, it had been reported that the call "WFDR", in compliment to President Roosevelt, would be sought, but it was learned in official circles that the Commission would not permit the use of that call by any station.

While authoritative information is lacking, it is reported that the Wynn network has lined up a number of commercials.

NRA Names Kate

KATE SMITH has been named chairman of the NRA Committee of Radio, Screen and Stage by Louis J. Alber, chief of the speakers' bureau of the NRA, according to announcement Aug. 18. Others on the committee are Dr. Walter Damrosch, Marion Davies, Otis Skinner, Lawrence Tibbett, Rudy Vallee and Peggy Wood.

The committee, which maintains temporary headquarters at the Waldorf-Astoria Hotel, New York, will card-index every entertainer who agrees to cooperate in the publicity campaign. William B. Dolph, chief of the radio division of NRA in Washington, will direct the committee's activities.

SERVICES FOR SALE

A man, age 34, with a splendid record and excellent references, available for a connection as manager of a Radio Station in Illinois, Indiana, Ohio, Iowa, Michigan, or Wisconsin. Personally acquainted with all major Chicago advertising agencies. Ten years' advertising experience with Scripps-Howard and other newspapers in an executive capacity. Employed at present as Sales Director of an important middle west station with an enviable record.

If you are the owner of a radio station that has failed to pay dividends during the last year and are interested in making your investment a profitable one, address Box 116, in care of this magazine.

Newman Resigns

HOBART NEWMAN, for the last three years a member of the Radio Commission's legal division, has resigned to accept a temporary post with the National Recovery Administration legal staff. He was succeeded on the Commission by Andrew G. Haley, of Tacoma, Wash., who takes office Sept. 1. Mr. Newman will establish law offices in Washington to specialize in radio practice upon completion of his work with NRA.

"Count Cristo" Sponsor

THE CITRUS SOAP Co., San Diego, Cal., has taken sponsorship of "The Count of Monte Cristo", assuring the continuation of this electrical transcription program, according to Earnshaw-Young, Inc., producers. Same company sponsors "Growin' Up" over six Pacific stations and is using spot announcements on scattered stations.

CHARLES LIEB and Co., Los Angeles (La Confession cigars) has taken two studio 15 minutes over KFWB, Hollywood, weekly for 60 days as a test campaign preliminary to projected national campaign. Heinz, Pickering Co., new Los Angeles agency, handles it.

Quin A. Ryan

(*Continued from page 21*)

nouncer that winter, when, perched on the wind-swept roof of the new University of Illinois Stadium, he described that famous game in which Red Grange loped to glory by scoring four touchdowns against Michigan in the first 12 minutes of play. Ryan pulled 25,000 fan letters, a record mail then.

In 1924, Ryan became manager of WGN. He continued his broadcasting however, doing such epochal jobs as the Scopes trial, the first world's series ball games to be broadcast, political conventions and featured football games. It was Ryan who introduced Floyd Gibbons, a former TRIBUNE correspondent, to radio.

The following year Ryan tried his hand at writing a radio column, which he called "Inside the Loud Speaker". It was one of the first columns to be devoted entirely to radio. He also developed into an after-dinner speaker, and maintains, fervently, that he spoke in every town of more than 10,000 souls in the middlewest and in some of them he spoke in return engagements two or three times.

Ryan also pioneered in children's shows on the air. In 1924 it was his idea to read the funny paper to a vast juvenile audience, reading first as Uncle Walt and later as Uncle Quin. Children's shows with imaginary animals were his idea. For five years his animal stories drew a tremendous mail.

In 1925 Ryan left radio to enter vaudeville. Then he appeared in silent pictures. Next he appeared in a one reel commercial talkie and other motion pictures. He returned to WGN as manager in 1931. That same year he was married to Roberta Nangle of the TRIBUNE society staff.

There you have the story of Quinlan Augustus Ryan, who, at 34 is one of radio's real old-timers.

ENNSYLVANIA
THE WOR AREA
NEW YORK
CONNECTICUT
ISLAND SOUND
ISLAND
ATLANTIC OCEAN

THE "Key link" IN ANY 'SPOT CAMPAIGN' THAT AIMS TO COVER AMERICA'S PRIMARY MARKETS

WHETHER you are planning a spot campaign of E.T.'s to cover your primary markets, or a live broadcast program to sell your ONE BEST MARKET—your logical first choice station is WOR.

The WOR Area is America's richest market! Here are some astounding facts about this great market:

Population over 13½ million	10.8% of the U.S. total!
Radio Sets over 2½ million	15.5% of the U.S. total!
Retail Sales	17.3% of the U.S. total!
Spendable Income	20.9% of the U.S. total!

Is it any wonder that WOR is the FIRST station on the list of so many national advertisers who are spot broadcasting! * A market so highly concentrated and possessing such tremendous sales opportunities AS THE WOR AREA certainly justifies your greatest advertising efforts.

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway
Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue
Boston Office: James F. Fay, Statler Bldg.

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* *Incidently, WOR is the only one of New York's "Big 4" broadcasting electrical transcriptions.*

XUM